

The American Perfumer

and Essential Oil Review

Vol. XXI

Registered in U. S. Patent Office

No. 9

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Published Monthly by **PERFUMER PUBLISHING CO., 14 Cliff St., New York**

LOUIS SPENCER LEVY, President and Treasurer.

Telephones: Beekman 0791-2-3

Cable Address: AMPERFUMER, ABC 5th Edition

CHICAGO OFFICE: Joseph Esler, Postal Telegraph Bldg., Phone Edgewater 3429

BOSTON OFFICE: Wm. G. McCarthy, 300 Washington St., Room 22, Phone Congress 1376

SUBSCRIPTION RATES

The United States and
Possessions
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Canada, Cuba and Mexico
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Foreign (Countries in the
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The American Perfumer

and Essential Oil Review

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The Independent International Journal devoted to Perfumery, Toilet Preparations, Soaps, Flavoring Extracts, etc.
No producer, dealer or manufacturer has any financial interest in it, nor any voice in its control or policies.

Established 1906

NEW YORK, NOVEMBER, 1926

Vol. XXI. No. 9

SIGNIFICANT PERFUME STATISTICS

Unusual comment has followed the publication of the latest census figures showing that manufactures of perfumery, cosmetics and toilet preparations in the United States during 1925 exceeded by nearly 19 per cent manufactures of the same products during 1923, the last previous census year. Efforts have been made to twist these statistics to fit all sorts of arguments. Some fanatics have even foreseen the downfall of our civilization and the end of our national existence by reason of this increase in the volume of production in these industries.

It may give aid and comfort to those who periodically attack our industries to inform them that these statistics, while they include products of foreign firms made in the United States, tell only a part of the story of the consumption of cosmetics in this country. There are also imports to be considered in arriving at the final total. To digress for a moment into the import field, it may be said that imports of toilet preparations, perfumes, and cosmetic increased about eleven per cent during the same interval although the statistics showed an actual loss in the imports of finished products with raw materials excluded. This should certainly serve to allay the fears which some in the industry entertain of foreign domination of the market and to bear out the contention of others that the industry has actually benefited by the progress of the foreign manufacturers and their development of the field.

However, to return to the original argument, when these imports are added, and the domestic exports for the same periods are deducted from the total, it is found that the actual increase in the consumption of the products of the industry was about 20 per cent in the two year interval.

Those who have commented upon the statistics have overlooked one of the most significant features of the report. In all of the numerous comments, both friendly and unfriendly, which have come to our attention, there has been no mention of the gain in *per capita consumption*. Without attempting to arrive at a figure which would show the exact per capita consumption of perfumes and cosmetics, we may say that while aggregate consumption increased 20 per cent in two years, the population of the United States, according to the estimates of experts in such matters showed a gain of roughly $2\frac{1}{2}$ per cent. This would indicate a gain of about 16 per cent in the per capita consumption, a truly remarkable showing over so short a period of time.

It is possible that we are adding ammunition to the stores of the detractors of the industry in pointing this out. Probably our own analysis of the statistics will be used by some as an indication of the moral decline of the United States.

If we cared to reply to such detractors, we might say that we see in the increasing consumption, signs of moral uplift. Throughout Nature, color and odor are found as means of promoting proper relationship between the sexes. Only in the case of the human species, has nature limited the difference between the sexes to the outlines alone, and that possibly through the influence of a more or less repressive civilization. Is it not possible that the development of our industries represents the efforts of man to conform to the natural laws in which Nature, herself, seems to have been deficient?

However that may be, we feel that the industry has cause for self congratulation on this showing. We are certain that any industry which can show a twenty per cent aggregate gain in business and a sixteen per cent per capita gain in sales in two years has very little to fear from ill informed defamers and still less to fear from the attacks of foreign competitors.

The cold figures show that every knock has been a boost for greater sales and that every new competitor has created more business for the industry as a whole.

WHAT PURPOSE DENATURING?

Industries and trades using denatured alcohol have undoubtedly been injured, to some extent at least, by the sort of publicity given in certain quarters to the search of the government for new alcohol denaturants. It is quite within the rights of anyone to question the justification of the government in trying in this way to prevent the diversion of denatured alcohol from legitimate to illegal purposes. But it is quite another matter to express this sentiment in such a way as to reflect upon legitimate manufacturers and to cast doubt upon the safety of the use of legitimate products. It is even worse when the campaigns against denaturants are carried on by individuals and by publications whose knowledge of the alcohol problem, the use of denaturants and the character of the denaturants used is practically a negative quantity.

The fright of the public at the campaigns, which have been fostered in some sections of the press recently, has extended far beyond the quite reasonable fear of imbibing beverages, in which more or less harmful denaturants may linger, even after a rough renaturing process. It has reached the point where a very distinct fear of even the external use of products containing alcohol has risen in the minds of the unknowing.

Insofar as perfumes and cosmetics are concerned, it may be said at once that the denaturants employed in their manufacture are entirely harmless when used externally. In fact,

it is unlikely that, in the amounts found in the finished products, they would be more than mildly unpleasant, if taken internally. Indeed, making the finished product unpleasant to drink is but one purpose of denaturing.

The real object of adding denaturants to non-beverage alcohol has always been to furnish an indicator as to the purpose for which such alcohol has been manufactured and sold. It has not been for the absolute prevention of the use of the alcohol for beverage purposes. In fact, there are few denaturants which cannot be quite readily removed by a simple distillation process and this would be true even were the percentage of denaturants materially increased.

It has always been our contention and we feel that consumers should urge that there should be official sanction of the use of tax-free non-beverage alcohol by the perfume industry. Ample grounds exist for such contention in view of the fact that the finished perfume or toilet water, being unfit for use as a beverage, is really classifiable as a denatured alcohol of special formula and as such can legally be made and sold. Special precautions would, of course, be necessary to prevent diversion, but the question of diversion and that of denaturing are, or should be, separate and distinct ones.

The history of denaturing clearly shows the intent of the authorities in the matter and that intent has not been changed despite the numerous changes through which the industry of alcohol manufacture has passed during the last ten years.

When beverage alcohol had a legal status and was subject to extreme taxation, it became necessary for the government to prevent the diversion of tax-free pure alcohol to beverage purposes. That was the origin of denaturing. It was an expedient to prevent diversion without the expense of a guard for each unit of alcohol shipped to industrial plants. It is not and never has been the final purposes of the government to "poison" alcohol when denaturing it, although some poisonous substances have been used in certain denaturing formulae. The entire object of denaturing has been to provide an indicator as to the purpose for which the product was intended.

The search for new denaturants, which has aroused such a furore in the press, has been a search for substances which would make the alcohol impotable or very disagreeable to drink and which, at the same time could not so easily be removed from the finished denatured product as are some of the present denaturants. There has been no search for more poisonous ingredients. In fact, the whole tendency has been away from poisonous products, insofar as that is possible.

There is no reason to fear cosmetics, perfumes, toilet preparations or medicines in which denatured alcohol formulae have been employed. They are no more harmful now than they have ever been and there is not the remotest possibility that any denaturant will be used or authorized which would make them injurious to the health of the user. Neither the manufacturers nor the government would countenance such action. If common sense would not prevent it, there are ample laws for the protection of the ultimate consumers which would.

German Import Trade

Germany imported in 1924, approximately \$4,150,000 of essential oils, including camphor oil; and \$120,000 of toilet preparations. The United States share in this trade during that year was very small amounting to approximately, 6 per cent of the essential oils, and less than 1 per cent of the toilet preparations.

WHY SALES INCREASE

The Association of National Advertisers recently held a convention in Atlantic City. Much of interest and value was brought out in the discussions and reports at this meeting but nothing in our opinion more significant than a statement by Edward T. Hall of St. Louis, president of the association. Without entering into Mr. Hall's arguments in detail, we commend to our readers three thoughts which he brought out very forcefully in his address.

The first, and probably most significant, was the statement that members of the association had increased the sales of their concerns thirty to sixty per cent during the last year by means of efficient advertising. Second, he warned publishers against making their publications too voluminous in an effort to become leaders in their respective fields. Third, he advised the delegates not to be impressed with large circulation only but with the amount of interest evidenced in publications by their readers.

We see no reason to comment at length upon Mr. Hall's observations. To do so would be to weaken the force of his arguments.

"CASTILE" AND SOAP

We print herewith a statement regarding the present controversy over the use of the word "Castile" to designate certain soaps, not coming within the definition of "Castile Soap" as prescribed by the Federal Trade Commission. The statement comes from one high in the councils of the soap industry and we have every reason to believe that it accurately represents the views of the manufacturers on the subject. The statement is as follows:—

"The assuming of a patronizing attitude toward business by Federal Government Commissions and Bureaus has again taken on a new impetus. Such a trend, when carried beyond reason, infects an unnecessary and uncalled for burden upon the business man. This is especially true when these government officials suddenly and sometimes at the instigation of competitors and certain professions suddenly attack a product, the business ethics of which, custom or ordinary business procedure has come to look upon as correct and established as far as claims for the product and labelling are concerned.

"To the ordinary business which is opposed with the many uncertainties which make it increasingly difficult to carry it on, a new and serious problem is presented by this lamentable condition. This, to some lines of merchandising, is more vital than economic conditions, competition in foreign and domestic markets, taxation, price fixing and other perplexing conditions of trade. It may mean the failure of a well-going concern if the dictates of the various government departments are literally carried out. Various industries which have come within these recent government activities are manufacturers of flavoring extracts, makers of proprietary medicines, dealers in certain kinds of cosmetics and now the soap industry. Indications are that the rulings of the bureaus and commissions will be enlarged to harass to a greater extent these and other branches of business.

"The attitude of the Federal Trade Commission on the question of 'Castile' and soap is an example of this. Their definition of Castile soap as a soap made from 'olive oil and soda' and their statement that Castile soap is 'free from substances harmful to the human skin and delicate fabrics . . . not found in other soaps'.

'prescribed'—without other qualification for various uses, among others, in bathing the delicate and tender skin of newly-born infants, beginning with the infant's first bath shortly after birth and continuing thereafter by physicians and others responsible for their care, etc., etc., is open to much debate.

"Castile soap may a long time ago have referred to a soap which came from Castile, Spain and which contained nothing but olive oil and soda. It was also originally made by the cold process. At that time very little was known as to the composition of olive oil. Its so called wonderful soothing value was and still is undoubtedly attributed to the characteristic odor. This odor is due to naturally present impurities and not the oil of olive oil soap. Five or six centuries ago when 'Castile Soap' meant soap made from olive oil at Castile, a province of Spain, it was not known that chemically the structure of all glyceride oils and fats lie very close together. The stearine or olein present in olive oil do not differ chemically from the stearine or olein in coconut oil, cottonseed oil or tallow. Then too, it was not discovered that olein, palmitine and stearine were very closely related chemically. It was only natural, therefore, that in view of this later knowledge, the soap maker should substitute other oils for olive oil in the making of Castile type soaps. He was not making anything inferior or unscrupulously adulterating his product. Soap is soap if made from olive oil or of tallow. The use of good tallow for making a Castile type soap is just as desirable as olive oil to anyone who knows the chemistry of oils and fats. In fact there is some evidence which may be offered to show that the increased amount of stearine and laurine introduced by the use of tallow and coconut oil improves the properties of the soap as to keeping quality and lathering power. It was undoubtedly with the idea of improvement that other oils and fats found their way into the soaps first made from olive oil and called Castile. The name 'Castile' has then taken in a wider field of soap. It implies a soap which is made by the cold or boiled process and cut and stamped without milling. Ever since the fathers of those at present engaged in soap making were in infant dresses, oils and fats other than olive oil have been used in making Castile soap. It would probably not be difficult to show that even the Castilians would have made similar improvements if they were more progressive.

"It has become customary, therefore, through years of practice to look upon a boiled or cold made, unscented, unmilled soap cut into bars as castile. Just as other terms in our language have been broadened or perverted by usage so has the term 'Castile' been increased in scope to take in a class of soaps of the kind just mentioned. Certain works or authorities have, to be sure, still used the term in a limited sense to designate soaps and soap powders for special use. Almost any book on soap, however, will show formulae for Castile soap that do not consist entirely of olive oil. In fact the soaps made from pure coconut oil have been known as 'coco Castile' for a long time. It is quite a blow, therefore, for a business man who has for years taken these considerations into account to now find himself facing in some cases practically ruination of his business because a Federal commission redefines a term, the usage of which has for years been completely altered.

OUR ADVERTISERS

THE ROSSVILLE COMPANY

Lawrenceburg, Ind.

AMERICAN PERFUMER & ESSENTIAL OIL REVIEW

14 Cliff Street, New York

GENTLEMEN: In renewing our contract for next year we believe that we get better coverage through the AMERICAN PERFUMER than through any other paper. Naturally our problem is to get our certified grain alcohol in those houses where quality is the first consideration, and we feel that almost without exception your publication answers this problem.

Moreover, the kind suggestions which you have made from time to time have been of considerable value to us. With best regards, we are, yours very truly

THE ROSSVILLE COMPANY,

E. A. O'SHAUGHNESSY,
Vice-President.

"As to the assertion that olive oil Castile is superior to other soaps that is like arguing that wheat from Minnesota makes better flour than wheat from Wisconsin. It is merely a matter of opinion based upon personal prejudice. For certain manufacturing purposes Castile soap is desirable which is made from pure olive oil. Its titre, solubility and lathering qualities make its use necessary. The manufacturer who desires a soap of this type has the perfect right to specify a U. S. P. soap just as is the case with other raw materials. The demarcation here is about the same as when one wishes a chemical product. It may be 'technical' or 'chemically pure.' Just because the technical substance may contain some foreign substances, is no reason why it should be necessary to call it by another name. The user of Castile soap has every opportunity to specify Castile soap, pure olive oil or U. S. P., just as he specifies other chemicals which he uses by the terms 'tech., c. p.' or by stating the percentage. It is hard to see why Castile soap which is not adulterated as chemicals are but which really is soap, plus of course moisture, should come under the ban of a commission when thousands of similar products are being traded in which are impure or contain a high percentage of foreign substances and still bear the name of the pure substance. If the same procedure which the commission is assuming toward Castile soap is extended to all fields of industry it would result in a condition bordering upon chaos.

"Soap manufacturers have taken the right stand in opposing the rulings of the Federal Trade Commission. The Castile soap cases do not represent cases where deception of the public is being practiced by the use of the term. It merely designates a class of soaps, such as is outlined above, and which have been looked upon by soap makers as such for years. It is time that the interference of commissions with questions of such a nature be abrogated. It is unfortunate that soap makers have to fight their cases as individuals rather than as a firmly united association."

Outlook for Holiday Business Good

*Car Loadings and Bank Clearings
Indicate Continuation of
Good Demand*

The volume of business of pre-holiday character, which began to grow last month, has now reached somewhat better than the normal proportions. The retail stores have begun to feel the pull of the holiday demand and they are feeling less anxious than they were earlier this month. Their orders with the wholesalers have been upon a very heavy scale and some degree of anxiety was but the natural consequence of large purchases. Wholesalers report a distinct improvement in the inquiry from their customers but they are not buying as heavily from the manufacturers as they might. Whether this is due to caution or to early purchases in large volume cannot be determined. Probably both enter into the situation to some extent.

The holiday demand has been the most encouraging factor of the last business month. It looks now as if business would continue on a good scale until the end of the year. Beyond that, credit agencies, banks, and individual experts do not care to prophesy. Certainly, the volume during the last month has been a very satisfactory one. This is shown in many ways in addition to that outlined earlier in this article. The railroads, for example, are optimistic over the situation since car loadings have not only held up well but have broken all records during the month. The third week in October saw the record for weekly loadings reach the highest point, but at all times during the month, loadings have run well above the million mark. Of course, this has been aided by the crop movement but it nevertheless speaks well for trade volume.

Incidentally, it is only fair to mention that despite the record demand for cars, there have been fewer and less serious car shortages during the month than ever before. This would seem to indicate that railroad efficiency is on a better basis than has been the case in a long time. Further, it has expedited the transaction of business and prevented a recurrence of the frequent serious losses which car shortages have occasioned in the past.

The bankers are still optimistic over the immediate business outlook. They anticipate continued activity during the next two months and look for the usual increase in trade volume during the period from now until the first of the year. The volume of clearances during the last few weeks is taken to indicate that business is on a large scale. At the same time, the volume of brokers' loans, both in and outside of New York, has been such as to indicate no lack of funds but no great overexpansion in stock market operations which might bring a more or less disastrous slump in securities later on.

At the same time, caution in operations which may extend over a long period is indicated as the reasonable course by most experts. There is no doubt that there has been a decline in production in some lines. Automobile production has fallen off quite sharply. There has also been a slackening in the demand for steel which has slowed down production in the mills to some extent. It has brought a decline of about 2 per cent in the rate of production of this commodity. The cause has been a slackening in the build-

ing trades, which some observers feel to be on the verge of a more or less serious slump, and the decline in automobile production, previously mentioned. An encouraging feature for the steel men is the potential demand from the railways where plans for replacements of equipment are on a broader scale than they have been in some time.

The elections apparently signified little in the trend of developments in the business world. While the result in Massachusetts is interpreted in some directions as a slap at the present National Administration, it is more probably traceable to the personalities of the opposing candidates. The situation in the Senate causes concern in some quarters, where it is feared that, with the more radical element holding the balance of power, the Administration may be seriously handicapped in its program during the next two years. In most quarters, however, the situation is viewed with complacency in any aspect which might affect business conditions.

The trend of prices during the month has been toward higher levels although the trend has been a slow one. In the perfume and cosmetics industries, it has been scarcely noticeable either in raw materials or in finished products. Unsettlement in bituminous coal and the British strike have been largely responsible for the rise in the various price indices. How long this upward movement in prices, which seems to run counter to the broad general tendency of values during the last two or three years, will continue is a question. Some profess to see the decline resumed after the holiday and the more pessimistic look for something of a slump in values on account of overproduction. This may be feared in some lines but is hardly likely to interfere with our industries to any great extent.

Bankers continue to utter a word of caution regarding plans for expansion. They feel that the situation is becoming more and more delicate and that production is already running at somewhat too high levels. Apparently, they believe in a continuation of good business for some time to come but fear too great a burden upon the consuming power of the country from continued expansion of productive facilities. In general, prospects for the next two or three months are bright. Beyond that time, they are still good but caution should be exercised in planning for more distant operations.

In the chemical industry as a whole and particularly in the perfumes and cosmetics branches, there is every reason to be confident of continued favorable conditions. In any event, no slump so serious as to interfere materially with the prosperity of these industries is in prospect. Confidence and caution should, however, go hand in hand in plans for the future.

The Employee Complex

Williams: How did Harper happen to lose control of his car at the railroad crossing?

Hunt: He's the kind of a man who always drops everything when the whistle blows.—Punch Bowl.

Price Maintenance in Canada

Proprietary Articles Trade Association and Its Progress in Fixing Prices (Special Correspondence)

TORONTO, November 15.—For several years now the matter of price maintenance has been occupying the attention of various trade organizations throughout Canada. Especially in the drug field has this problem been uppermost at the annual conventions of the provincial associations as a matter of discussion. So, when two years ago the matter was brought to a head through some of the wholesale houses inviting Sir Wm. Glyn-Jones, then secretary and registrar of the Pharmaceutical Society of Great Britain and directing manager of the Proprietary Articles Trade Association of England, to come to Canada and tell us about the working of the P.A.T.A. we thought we were getting somewhere. And we have arrived.

Early in 1925 Sir William arrived at Halifax and went through the Dominion right out to the Pacific Coast telling gatherings of druggists in various centers of what the P.A.T.A. in Great Britain had done and is doing for the retail druggists of that country. And as a result of that visit the decision was made to form a similar organization on somewhat identical lines here in Canada. In less than two years over 90 per cent. of all retail druggists and quite 80 per cent. of all wholesalers, including both service and co-operative houses, as well as strictly jobbers, have become members of the Canadian P.A.T.A.

It was felt from the beginning that little if anything could be done unless the Canadian trade had the directing management of Sir Wm. Glyn-Jones. An arrangement has been made whereby Sir William, while relinquishing some of his offices in England, will give half of his time to directing the energies of the Canadian P.A.T.A. The Association was formed and a council elected in March of this year, and immediately the organization began to function. It took some time to get into shape the first list of articles with prices set for members. But this has now been accomplished, and on August 28th last this first list, containing some 600 proprietary and toilet articles, owned and manufactured by 157 separate manufacturers, was put into effect.

Overnight in 600 articles, therefore, the same price was asked and paid by customers in 3,100 retail drug stores of Canada, and since that time business has been conducted along more profitable lines for the retailer. Minimum prices were fixed and have since been maintained.

Exceptions to the Rule

There were one or two exceptions. In Toronto and Hamilton where a drug store chain was operating a number of retail shops, the new prices did not become immediately effective, but within a week the prices became effective in these two cities also. The reason of delay was because the G. Tamblin Co. Ltd., had entered suit against the association, its officers and some wholesalers as being a combine in restraint of trade. There was also an objection from two drug store companies operating in Vancouver.

In general the P.A.T.A. in Canada is a success. It has started more auspiciously than did the English association thirty years ago, when about a dozen manufacturers, half

the wholesalers and barely 25 per cent. of the retailers formed their P.A.T.A. because of the exploitation of proprietary articles, patent medicines and toilet goods. The English association was formed on sound lines, embracing in one organization the three sections of the trade—manufacturers, wholesalers and retailers. The manufacturers stood together in withholding and requiring the wholesalers not to supply any article on the list to anyone who sold even one article below the minimum price. Today there are in Great Britain some thousands of articles owned by 500 manufacturers, members of the P.A.T.A. and sold by nearly 80,000 traders. As a result there is very little price-cutting in England today. Over there department stores and chain stores are members of the association.

This has been and is the aim of the Canadian P.A.T.A. The secret of success, according to Sir William, is that instead of manufacturers, wholesalers and retailers working in separate organizations in the furtherance of their sectional interests, they realize that the manufacturing and distributing of these proprietary articles involve a partnership. The Association as members of one firm are working a plan whereby by exercising the power to withhold supplies of all if one is cut the trade are all on a level with a profit instead of on the level without a profit.

Canadian Maintenance Law

There is a difference in legal enactments as between Great Britain, Canada and the United States. In the latter country there appears to be a prohibition by law against any combination to maintain prices. In Great Britain there is no such law, provided it can be shown that those in the combination are actuated by motives of preserving and enhancing their own interests, and not with the object of injuring others. Canada occupies a middle position between the two—there can be combination to maintain prices, but the result must not be to enhance prices unreasonably or unduly, or to unreasonably limit competition.

It is on this latter point that the G. Tamblin Co. Ltd., Toronto, has entered suit to have the P.A.T.A. declared illegal, and presented a petition asking for \$45,000 damages because they were unable to obtain some supplies from two of the local wholesale houses. In the meantime, on the advice of their counsel the company are selling goods at the P.A.T.A. minimum prices.

Earlier in the year G. Tamblin Co. Limited, appealed to the registrar of the Combines Act at Ottawa asking that a declaration be given that the P.A.T.A. be dissolved. After some time F. A. McGregor, registrar under the Combines Investigation Act, reported to the Minister of Labor in the Federal Government, that in his opinion the P.A.T.A. is an organization in violation to the Act. This, for a time made some little consternation, but it meant that if anything further was to be done to break up the Association it would have to be through legal action taken by the attorneys-general of the various provinces. Recently, however, the P.A.T.A., through Sir Wm. Glyn-Jones, has

filed at Ottawa a reply to the opinion of Registrar McGregor. As yet the wording of that reply has not been given out. It can be said, however, that no move has been made by the P.A.T.A. without the cognizance of the Department of Trade and Commerce. Officials of that department have been invited to all meetings of the Association and its council and advice has been asked of the department officials as to the legality of the various moves of the organization.

Several provincial attorneys-general who have been solicited for an opinion as to the probable course of action at law by themselves have been non-committal, but they have felt that they must have some stronger evidence to go on than an opinion expressed by an official of the Dominion Government. Foremost legal lights in different sections of Canada have also expressed themselves as doubtful of the P.A.T.A. being found a "combine in restraint of trade" on the opinion of a government official. In fact, some of the leading lawyers aver that a suit of this nature would fail; that the Combines Act as at present constituted is *ultra vires*; that the matter is one for the Department of Commerce and not for the Department of Labor; and that the P.A.T.A. is not a combine, as it is not necessary for a druggist or trader to be a member of the Association to obtain goods, the only requirement on his part being that he must not sell any goods on the P.A.T.A. list at a less price than the minimum figure named by the manufacturer.

Working Successfully

Summing up the case, it can be stated that the Canadian Proprietary Articles Trade Association is working successfully. Only in Vancouver is there any price-cutting, and there but little effect is felt. As time develops it will be shown that the organization is keeping within the law, and the outcome will be that not only will all sections of the trade—manufacturer, wholesaler and retailer—be benefitted, but the trade and commerce of the country will be benefitted by the one fact that fewer failures will be recorded, owing to business being put on a safer and saner plane than ever before.

The P.A.T.A. offices for the present are located in Montreal, with Sir Wm. Glyn-Jones in direct charge. He has associated with him a council of six manufacturers, six wholesalers and six retailers to advise him. The members of the Association throughout Canada have formed a fund of \$100,000 to defray the costs of any legal actions that may be entered against the movement.

So far as the public is concerned there is not apparent even a ripple on the surface of the trade sea that it is not satisfied with the newer conditions. On the retailer's part, with prices on 600 articles sold in his store at the same figure in all other stores he will find competition just as keen as ever, the only difference being that he will have to render service if he is to make his business a success. As a matter of fact competition in Canada from now on, so far as the P.A.T.A. governs, will be one of "service" instead of one of "price" as has obtained in the past. There will be sufficient competing lines sold to prevent "unduly enhancing" prices on any grade or series of articles.

Some Birds

Duffer: If a golfer makes a hole in one under par, what is it called?

Pro.: A Birdie.

Duffer: If it is two under par, what is it?

Pro.: An Eagle.

Duffer: And if it is three under par?

Pro.: A Lyre.

ANOTHER SYNTHETIC CAMPHOR FACTORY FOR ENGLAND

(Special Correspondence)

LONDON, November 10.—A further factory for the manufacture of synthetic camphor is to be erected shortly in this country. This is the second factory to be built and equipped for this purpose. The first has been producing for over a year, and was recently stated to have reached an output of four tons per day.

It is well known that Germany and France are considerably ahead of us in the matter of production. In Germany, the great firms of Schering, of Berlin, and the Badische Anilin and Soda Fabrik, together produce approximately twenty tons per day. It is also stated that Italy is to become interested in the industry and it is significant that the Italian Government has passed special legislation permitting the import of the chief raw material, turpentine, free of custom's duty.

Of the world's annual production of camphor, it is known that over 80 per cent is utilized in the manufacture of celluloid. Until the discovery of synthetic camphor the celluloid industry was dependent on the natural product, of which Japan had a virtual monopoly, as she also controlled the Chinese output. Japan was thus able to maintain prices at a high level. The artificial product is identical with the natural in every way, so much so that it is only a month ago that it was officially sanctioned by the German Pharmacopoeia for medicinal purposes.

Owing to the immensely successful development of synthetic camphor during the past two or three years the Japanese Monopoly Bureau recently reduced the price of natural camphor by twenty-five per cent, and it is not improbable with the continued world development of the synthetic, that prices will be further reduced if Japan is to retain any large proportion of her former greatness in the camphor industry.

AMERICAN WOMAN SUPREME IN MAKING UP, THINKS ROBERT

(Special Correspondence)

LONDON, November 10.—Robert, the famous New York hairdresser and beauty specialist, paid a flying visit to London recently. He declared that the American woman "makes up" better than any other woman in the world, and that neither the Englishwoman nor the Frenchwoman could compare with her in this intimate art.

"I think," he said, "that only about 15 per cent of English girls make up for the street. Of these about seven per cent make up just enough, about five per cent too much, and the rest not enough. And in France nearly 90 per cent make up, and I should say about one-half of them make up too much. But in America about 70 per cent of the women make up, and over 60 per cent of them know how to do it to perfection. The remainder usually carry make up to extremes."

Few Englishwomen would agree with Robert's low estimate that only 15 per cent of them make up for the streets. Careful observers place the figure considerably higher. Women, however, are inclined to regard his low estimate as a compliment to those of their number who make up so naturally as to escape detection.

The Art of Salesmanship

Selling merchandise that won't come back to customers who will. *Attributed to E. S. Hagerthey.*

Some Basic Soap Perfumes

By *W. A. Poucher, London*

Author of

"Perfumes and Cosmetics"

The perfuming of soap is one of those problems which are easily solved by the experienced chemist when price is of no consideration. With a margin of from 16 to 32 ounces of a compound to one hundredweight of soap, a pleasant, refreshing, characteristic odour may be obtained. The raw materials used to give intensity of perfume can be blended, softened and fixed by those other substances which are precluded when cheapness is the first consideration. In the latter type the cheap penetrating oils and synthetics have to be blended as well as possible but even in the hands of the artist the resultant perfume lacks bouquet.

In considering this subject it will be as well to discuss first the really good quality products where the chemist is not seriously restricted as to price.

When a firm introduces a new line of soaps a shrewd managing director will instruct his chemist to experiment with a view to the production of a particular odor characteristic that will be noticeable in all his products—sufficiently so, to make it easy for a buyer to say at once that the tablet is one of so and so's make. Now in theory this is the simplest of all problems, but in soap practice it is one of the most difficult of solution. It means that the first odor noticed by the buyer must in all cases be the same whether the perfume be rose, violet, or buttermilk; the odor recalling the flower, coming up as it were immediately after the nose has registered the first smell.

This all comes down to the fact that the chemist must prepare a basic compound capable of giving to the soap an all pervading sweetness which will linger on the skin after washing. To do this he must use those raw materials which blend well with all the flower odors and he will probably come to the conclusion that the rosaceous type answers these requirements best.

Let us take some of the substances which will serve his purpose best. Amongst the foremost we have geraniol which is manufactured in several grades. That from palmarosa is excellent but it may be said to be too good for soaps. That from citronella oil will do admirably providing it has been freed from citronellal. Geraniol has a soft sweetness lacking penetrating power. It is much improved by the addition of 20 to 25 per cent of citronellol. As such it may be considered one of our basic raw materials, and may be used from 10 to 20 per cent.

Cedarwood oil is a cheap and excellent raw material for our compound. Quite recently a well known English firm of distillers prepared this oil in their own works. It cost about four times the price of the ordinary commercial distillate and was an excellent constituent for first quality violet soaps, but in the case under review its use would be an unnecessary expense. Cedarwood oil is employed primarily for giving strength to the perfume. It requires skilful blending if the characteristic odor is to be suppressed and in general 10 to 15 per cent will suffice.

Bourbon geranium oil is a necessary corollary. It has a somewhat crude penetrating odor but with cedarwood this develops into a round sweetness in the soap. It is altogether

to be preferred to the Algerian oil in the basic compound, although the latter finds ample application in rose and other soaps. From 10 to 20 per cent may be employed.

Terpineol is of course indispensable. It is cheap and generally used too liberally when a peculiar sour odor pervades the soap. The danger in using it is that when first added to a compound, the lilac-like odor disappears and is only developed in the bouquet after standing aside for a week or so. Terpineol should always be regarded as the foundation on which the finished perfume is to be built and as such it must be used in the basic compound. From 15 to 25 per cent is adequate.

Clove oil is a common constituent for it helps to give warmth and roundness to the sweetness of the base. Some chemists use eugenol or isoeugenol in preference. This is a matter of personal taste but it is generally better to leave these substances for use in carnation and rose soaps. From 5 to 10 per cent of clove oil may be used.

Bergamot oil gives to all compounds a characteristic freshness but since it is now rather expensive it is as well to find a good substitute if possible, and for this purpose we may select lemon oil or citral. If we use the former 10 to 15 per cent will be enough, whereas if we employ the latter the figure must be reduced considerably.

Sandalwood Oil from *Santalum Album* has to be considered carefully on account of its price. When it is used there is always a subtle sweetness in the perfume but this is never evident until the soap has been made some time. It also possesses great strength and penetrating power and thus must be employed with care. From 5 to 10 per cent will be found sufficient. For those who prefer to cheapen their basic compound there is always the Australian sandalwood oil from *Santalum Cygnorum* (*Fusanus Spicatus*) which may conveniently replace the Mysore oil. Mr. Plais-towe with the able assistance of Mr. Marr has rendered a great service to the soap maker by a study of this oil followed by its successful marketing. The oil is certainly dissimilar in odor from the East Indian oil because it seems to lack that note reminiscent of para cresol methyl ether in great dilution. This however need not deter the soap chemist because he will find great profit from his experiments with it to say nothing of the saving he will effect for his firm.

Violet ketone when used in small quantities has that happy effect of smoothing and rounding off a bouquet in soap. The cheapest form to use is undoubtedly the brownish residues but they are unfortunately never a stable and unvariable quantity. It is usual to employ the somewhat crude ketone which can be obtained at a fairly reasonable price. The value of a really good purified alpha violet ketone would be lost in a soap base such as we are now discussing. The crude ketone (100 per cent violet ketone) may be used up to 5 per cent.

Lavender oil is a valuable addition to the list because it gives to the base a subtle note which is not readily detected in small quantity. Spike oil or terpinyl esters will not do to replace the lavender oil when it is intended for this

especial purpose. They have a greater application when producing the finished lavender soap perfume. Five per cent of lavender oil is a valuable asset in the compound.

Patchouli oil is one of those raw materials which will easily spoil a good perfume on account of its strength and if used loosely. One or two per cent will do much to give added body to the basic odor built up with the above mentioned ingredients.

Benzyl acetate on account of its cheapness and penetrating power must not be overlooked. Five per cent in the basic compound will seemingly disappear but it will develop the fragrance of the other substances once it has been milled in with the soap.

Fixatives as such have so far not come into our purview. For the matter under discussion they may be reduced to two, viz, styrax and peru balsam. Without them the soap perfume will be evanescent, with them the hands will retain a lingering fragrance after washing. Use 1 or 2 per cent only.

One of the artificial musks completes our list. If the ambrette is used then one or two per cent will be enough whereas the xylol by reason of its comparative weakness, will require the use of up to 5 per cent.

Use from 300 to 500 ccs to a hundred weight of first quality soap. The price works out about five dollars a kilo according to the markets and also in relation to the percentages of the ingredients eventually decided upon.

Now it may be that when in keen competition this price is in excess of what a manufacturer can afford to pay for the characteristic odor base of his products. Let us then consider this question from his standpoint, and see what can be done to meet his requirements. In the first place the price of lavender, patchouli and sandalwood oils precludes their use. The violet ketone must be reduced to a maximum of 2 per cent and the cheapest geraniol used to replace the geraniol-citronellol mixture.

Cassia oil may be employed instead of patchouli to give body to the odour base or if preferred even artificial cinnamic aldehyde will answer the purpose. The quantity must always be kept down and never allowed to give a suggestion of brown Windsor. 5 per cent is a safe medium.

Citral will replace lemon oil and about 2 per cent will be sufficient. The aldehyde separated from lemongrass oil should be used.

Citronella oil is of course the mainstay of a cheap odor base. A good quality Ceylon oil is to be preferred, not on account of its cheaper price, but because it has a less pronounced odor of citronellal than the Javanese oil. It is best to buy "Estate oil" and so avoid the adulterant—kerosene. When compounding the cheap basic compound it is always desirable to have in mind the camouflage of the typical citronella odor. By making a few experiments on the lines indicated below this will prove a fairly easy matter. Use from 20 to 30 per cent.

Phellandrene is by no means a new terpene but it has not been available in quantity and well purified until recently. It is now extracted from the residues left behind from Australian peppermint oil (*Eucalyptus Dives*) when the piperitone has been separated. On fractional redistillation a water white phellandrene is obtained which has an odor coming between terebene and terpineol. It is very cheap and can be sold by the makers at one shilling a pound with a good profit. Phellandrene is a very good substance to use in the cheap basic soap compound; about 20 per cent yields excellent results.

Use from one to two hundred ccs to a hundred weight of

second grade soap. According to the markets the price works out about 2 to 3 dollars a kilo. Seeing that the quantity employed is also smaller the saving in price (at the expense of bouquet) is considerable.

Next month Mr. Poucher will indicate how these compounds can be used as bases for the more popular perfume soaps.

INTERNATIONAL CHEMISTRY CONGRESS HELD AT BRUSSELS

(Special Correspondence)

LONDON, November 10.—The sixth International Congress of Industrial Chemistry has just concluded in Brussels. The Belgian Government was represented by M. Wauters, Minister of Industry and Labor, and about 200 delegates, mostly from abroad, were present and were welcomed by M. G. Dallemagne, president of the Belgian Federation of Chemical Industries.

Among the foreign delegates were Dr. Cullen of the Chemical Metallurgical & Mining Society of South Africa; Professor Cook, of the American Pharmaceutical Association; Messrs. Door and Mohleman, of the American Chemical Society; Dr. McCrae of the South African Association for the Advancement of Science; Professor Armstrong, delegate of the Society of Chemical Industry and the Chemical Society; Dr. L. H. Lampitt, of the Biochemical Society; Dr. H. Levinstein, of the Society of Chemical Industry; Sir William Pope, president of the British Federation Council for Pure and Applied Chemistry and delegate of the British Association; W. J. U. Woolcock, of the Association of British Chemical Manufacturers; Messrs. Bonnerup and Pearson, of the Chemical Society of Western Australia; and Mr. Trelfall, of the Royal Society of New South Wales.

After the opening ceremony the Congress split up into 17 sections, which met in the University of Brussels to hear and discuss reports on the various branches of the studies of the Congress. More than 200 reports and communications were received and placed on record.

At its plenary sitting the Congress passed the following resolutions:

1. That industrialists should signify to the International Bureau of Physico-Chemical Standards the new problems which urgently need solution, and should contribute to their material success by multiplying the subsidies granted to them by certain enterprises or societies.

2. That a census of chemists should be carried out in the various countries.

The last two days of the Congress were devoted to visits to Belgian industrial establishments, refineries and soap works. The Congress terminated with a reception at Brussels City Hall.

A Note on Indol in Oil of Jasmin

OIL OF JASMIN. H. v. S. *Deut. Parfüm. Ztg.* No. 140; *Rev. Parfumerie* 6, 222-3 (1926).—Extraction of jasmin blossoms with petroleic ether and steam distillation of the extract gave an oil containing considerable amounts of indole; and further experiments on fresh blossoms confirmed its presence in the oil, contrary to Hesse who claims that the living jasmin blossom contains no indole, and also that enfleurage gives a 9 times greater yield than extraction. v. S. finds that the yield by enfleurage is about 25 times smaller than that given by Hesse. The extraction process removes from the flowers some non-volatile odorous compounds, of which but little is known, and which are not removed by enfleurage.—*Chemical Abstracts*.

May Ask More Alcohol Laws

*Andrews to Urge Amendments Designed
to Tighten the Present
Prohibition Laws*

WASHINGTON, November 15.—With the Congressional elections over and Congress about to assemble for the short winter session, discussion of prohibition legislation is coming to the front again.

Thus far Assistant Secretary of the Treasury Andrews has been devoting his attention primarily to administrative problems and has given but little thought to the pending legislation. Some conferences on the subject of legislation, however, are in prospect in the near future and it is understood that Mr. Andrews will have some amendments to bills already pending when the session opens. The Treasury, it is known, will urge the enactment of the Green-Smoot bill creating bureaus of prohibition and customs in the Treasury Department and also pending bills amending the Volstead act. The Green-Smoot bill was passed by the House last session and reported favorably by the Senate finance committee but with amendment providing for appointment of a commissioner of prohibition by the President instead of by the Secretary of the Treasury. This amendment is objectionable to the alcohol using trades, and an effort will be made to eliminate it on the floor of the Senate. The alcohol using trades also expect to be on guard against the incorporation of objectionable features in the bills pending in both Houses amending the Volstead act.

Assistant Secretary Andrews has recently held conferences with prohibition administrators, one of the results of which has been a realignment of geographical boundaries of some of the districts and a shakeup in personnel.

To Encourage Industry?

Assurance that the government intends to encourage legitimate industry in its enforcement of prohibition laws was given by Assistant Secretary of the Treasury Andrews in an address before the American Academy of Political and Social Science in Philadelphia.

"We have to administer this law through our permit system wherever it touches business and professions which use alcohol or spirits in their legitimate undertaking," said Mr. Andrews. "Alcohol plays a vital part in many important industries, and it is government's function to encourage legitimate industry. We have literally thousands of permittees more or less dependent upon the functioning of our federal officers for the success of their business.

"Going back to the first of our two fundamental considerations determining policy and procedure, and regarding the consideration that the law must have popular approval in order that it may be successful, it is a definite part of our policy that we shall administer the law in a liberal, prompt and courteous manner, thus commending it to popular approval. Determined efforts are being made to bring our personnel to a high standard of character and personal conduct in office. All are enjoined to a scrupulous observance of law in both personal and official conduct. They are to be an object lesson in law observance and in respect for law. Wherever our functions touch legitimate business, our officers are enjoined by promptness of action and fairness of

judgment to make legitimate business feel that government is working with them for their success. In determining questions of general policy at headquarters, we are trying to impress the general public with the fairness and liberality of our judgments, to the end that existing resentments may be softened, and a better appreciation may be had of the law and its social and economic effects.

"The federal administration is assuming that the peoples of these United States intend to carry on faithfully under their present form of government, and will willingly reassume their duties and responsibilities as citizens under self-government; and the administration is therefore actively working toward the day when the federal prohibition unit will be a dignified efficient organization, engaged in the administration of the permissive features of the law to the satisfaction of the business public concerned, and in the execution of the enforcement features of the law by such close surveillance of the possible sources of supply and avenues of traffic as will prevent the movement of liquor in commercial quantities into any local jurisdiction; and engaged through cooperation in helping state, county, and municipal authorities, to make possible the success of their own expressed determination to live as social communities free from the presence of that traffic in liquor which they have denounced as a crime in their social existence."

Several New Rulings

Under a new Treasury ruling designated as T D 3922 the government is given the right to have a review of the findings of revocation proceedings where the decision of the presiding officer at such proceedings is that the permit shall not be revoked.

A board of review formerly was in existence in Washington, to which any permittee whose permit had been revoked as a result of any revocation proceedings could petition for a review of the decision revoking his permit.

When the Andrews decentralization plan went into effect, as a result of which administrators were given practically an absolute free hand in connection with operations under permits, this board was abolished. In its stead there was established machinery by which a permittee whose permit had been revoked could have a review in the office of the administrator. This machinery provided for the appointment by the administrator of a board consisting of three members to review the findings arrived at after the hearing. This board was appointed by, and was under the control of, the administrator who revoked the permit.

This review was only authorized on behalf of the permittee. Under the latest treasury decision the government is given the same right where the decision is in favor of the permittee.

The new Treasury ruling follows:

"T. D. 3786, approved December 16, 1925, abolishing the Board of Appeals, and providing for the review of findings in revocation hearings at the instance of the permittee, is hereby so amended as to provide a like mode of review by administrators on behalf of the Government; and in all cases wherein an administrator, on his own motion, or at the in-

stance of any officer of his district, requests a review of a case, it may, within thirty days after the rendition of the decision therein by the hearer, be reviewed by him, or by any person, or persons, not exceeding three in number, named by him, and the findings made on such reviews shall be final on the questions of law and fact raised.

"All regulations inconsistent herewith are rescinded to the extent of such inconsistency."

Permits on Form 1410

The Treasury has issued the following relative to applications for permits to purchase under Form 1410:

"Hereafter applications for permits to purchase liquors, Form 1410, may be made at any time after the tenth day of the last month of each quarter, and such applications will state the quantity of the various liquors on hand and when received by administrators action thereon will be had in the order in which they are received. Permits to purchase should be prepared for issuance by administrators on or before the first day of the succeeding quarter and should be promptly returned to permittees. *Provided:* That the quantity of spirits authorized to be purchased in any calendar year shall not exceed the aggregate amount authorized by the basic permit for the four quarters of the year, and that no advance allowance shall be made to any permittee whose permit and bond are not in full force and effect.

"Persons holding permits of the non-bond class, that is, permits authorizing the purchase of quantities not in excess of 15 gallons of intoxicating liquors per quarters will not hereafter be required to execute the affidavit on Form 1410 in making application for permits to purchase.

"All regulations inconsistent herewith are rescinded to the extent of such inconsistency."

Affecting Prescriptions

The Treasury has issued the following ruling:

"Section 1412 of Regulations 60, approved March 14, 1924, is hereby so modified as to provide that physicians, when writing prescriptions, Form 1403, shall not name therein the druggist or pharmacist who shall fill such prescription, and the space provided therefor in the said Form 1403 shall be left blank.

"All regulations inconsistent herewith are rescinded to the extent of such inconsistency."

ASSAYING THE OIL OF CADE

R. HUERRE. *J. Pharm. Chem.* 3, 314-8 (1926).—In addition to the tests of the Codex, examination of oil of cade should include (1) Determination of the qualities distinguished between 150° and 300°, 250° and 300° (cf. *C. A.* 15, 2966. (2) Polarimetric examination of the oil after removing the alkali-solution part, and distinguishing the residual oil with steam; with true oil, $[\alpha]_D$ is always negative. (3) Test for cadinene in the oil after removal of the alkali-solution part (cf. *C. A.* 15, 1780). The 3 tests together will differentiate between the true oil of cade (from *Juniperus oxycedrus*) and similar oils, e. g., those of *J. virginiana*, *Cedrus libani*, *C. atlantica* and of thuya. A certain common sample complied with all the tests of the Codex for the pure oil, also with the above test No. 1, but gave $+[\alpha]_D$, and a negative for cadinene.—*Chemical Abstracts.*

Removal of Henna Stains from Hair

The hair is first cleansed of dandruff and then treated with hydrogen peroxide or sodium perborate solution. (*Pharm. Zentrath.* 1924, p. 183.)

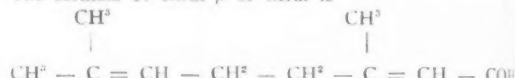
ON THE NATURE OF CITRAL IN LEMON OIL

By Dr. Albert Verley

It is known that there are two varieties of Citral: citral α and citral β . Lemon grass oil contains as a rule 85-90% of citral α and 10-15% of citral β . In 1919 in the Bulletin of the Chemical Society of France I published a series of researches which established definitely the structural formulas of geraniol, linalool and nerol and which have shown furthermore that citral α is the aldehyde corresponding to geraniol while citral β corresponds to nerol. The synthetic preparation of nerol which I succeeded in realizing starting from geraniol came to confirm this assumption. The formula of citral α or geraniol is

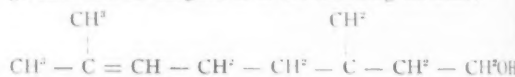


The formula of citral β or nerol is



So far it had been held that lemon oil contains the same citral as does lemon grass oil and that it is the presence of a certain proportion (about 4%) of a mixture of citral α and citral β that imparts to this essence its characteristic odor and taste. Nevertheless every chemist engaged in the preparation of synthetic products knows very well that lemon grass citral even when most carefully purified has never as fine an odor or taste as lemon oil citral. It was interesting to investigate this carefully.

In 1912 a German chemist, Professor Semmler, showed that there is an isomer of geraniol which he styled iso-geraniol and he assigned to it the following formula:

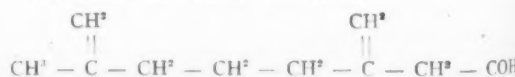


Following in Professor Semmler's steps we, too, succeeded in obtaining iso-geraniol to which however we assign the following formula:



There are therefore three primary terpenic alcohols having very similar structure but different properties; to wit, geraniol, nerol and iso-geraniol. Now as geraniol has its counterpart in citral α and nerol in citral β , in like manner iso-geraniol should give rise to a third heretofore unknown variety of citral which we shall designate by the name citral γ . We have succeeded in preparing this new citral, the citral γ and we have investigated its physical and chemical properties. Its boiling point, its specific gravity and its solubility are very close to those of its congeners citral α and citral β . On the other hand its odor is far more fresh and agreeable and does not resemble the odor of vervain but rather that of lemon. A comparison of the properties of citral γ with those of pure lemon essence citral shows that lemon citral consists largely of citral γ which explains the different odor and taste of the citrals of different origins.

The formula of citral γ is as follows:



Paris, France, November, 1926.

The Shifting Consumer Personnel

*How Shall You Get Your Share of New Cosmetics
Business Under Changing Conditions*

By **LEROY FAIRMAN**

New York Advertising and Merchandising Expert

In due course of nature, the women who are now the ultimate consumers of your goods will go to their last resting place, and have no further use for the aids to comfort, charm and beauty with which you now supply them.

Many of them will cease to be a source of income to you long before their departure from this earthly scene. Those who are fortunate enough to live to a ripe old age will lose, little by little, their interest in beauty aids. They will reluctantly conclude that they have reached an age when there is no beauty left to enhance—when cosmetics and perfumes can no longer hide or even mitigate the telltale marks of the years.

These defections make a constantly widening gap in the volume of your business. If you gained no new customers to take the place of those removed by the joint inroads of Father Time and the Dark Angel, it would be only a few years before you would find yourself with no business at all.

How shall the new customers be gained?

The dealers will help some. The druggist who has for a long period been accustomed to selling three dozen of your "Balm of Pomegranates" per month will become so firmly habituated to handing out that product that, if the sale begins to slacken, he will recommend it to new users now and then, and thus in a measure make up for the trade of those who drop out of the picture. This source of new business is, however, unreliable by reason of the activities of your competitors. They are constantly besieging the retailer with substitutes for your "Balm of Pomegranates"; they are advertising their goods seductively to the consumer, and both retailer and consumer will all too frequently be won away from you.

That form of vocal advertising known as back-fence gossip will also help some. Women are forever swapping information as to the merits and accomplishments of the commodities they use, and the users of your goods will, in neighborly chats, at the meetings of the Ladies' Aid Society and on other occasions, give your products such high praise as will bring new business.

The New Consumer Field

But here arises the disturbing circumstance that these confidences are generally exchanged between women of about the same age. Sixteen is not likely to seek the advice of sixty, and if the mature woman tells another of equal age that she ought to use your goods you will have gained, perhaps, another customer who is but a few paces from her journey's end.

The problem seems to be then, to replace the consumer whose earthly career is closing, with the consumer whose interest in her personal appearance is just beginning—to recruit a constantly renewed army of users from the young.

This is indeed an interesting field to consider. There are at the present moment in the United States about 13,000,000 girls under the age of 25. Six million of these

are just at the age when they are exceedingly attractive to the manufacturers of toiletries. The remainder—the infant class—is growing up with what often seems bewildering rapidity. Today they are a rough and ready lot, with absolutely no regard for their personal appearance; tomorrow you see them togged out in party frocks, with powder on their noses and rouge on their cheeks. And day after tomorrow you hear they are married!

Do these youngsters pick up the buying habits of their mothers, and fall naturally into the use of the same toilet articles? To some extent, yes. But this is true chiefly in the small towns and country districts; and even in the remotest sections the women's magazines, the fashion supplements and the movies are constantly lessening the force of mother's example. And the city miss is altogether a law unto herself. She is in a position to hear and see just what the ultra smart are wearing and using; she imitates the debutantes and young matrons in the world of fashion, or her favorite movie stars. Mother is all right in her way, of course, but she is so out of touch with the mode of the moment!

Unfortunately, youth is irreverent. Names and reputations mean next to nothing. Long established and recognized merit counts for little. The fact that a business was established in 1876 suggests to young folks the idea that it is moss-grown and decrepit, and should have been decently buried long ago. The girl of 1926 leans strongly to the products of 1926. She follows the styles of the moment; she admires and desires the new, the smart, the fads and fancies of the present day.

Appealing to Youth

There are many old products, nevertheless, which are today capturing the trade of the rising generation. But they don't do it on ancient merit and established reputation. They do it by keeping up to the moment themselves. They do it by catering to the smart set; by emphasizing the smartness and modishness of their goods—dressing their goods and their advertising in the garments of the day—by securing ardent testimonials from leaders of the world of fashion, and the reigning favorites of the stage and screen. In short, they forget the past, and keep pace with, if not a little ahead of, the modern and modish procession. They appeal to youth in the language of youth. That method, that technique, is open to every manufacturer who chooses to use it.

The matter of packages is one of vital importance. Young people like dainty things, bright and decorative little trinkets, unusual bottles and the like. Even if you have used your present packages and containers so long that you consider them sacred and cannot bear the thought of changing them; even if you do not care to add new products to your line, you may do well to consider seriously the idea of putting up your present line in various new types

of container, to meet the needs and preferences of the rising generation.

Not only will young people take to them kindly, but many of your present customers will welcome a more modern and fashionable note in the presentation of toiletries which they already use and like. Many manufacturers are following this course, and adding new and attractive little novelties in bottles and packages. It is far more profitable, generally speaking, to offer a few popular, easy selling items in various types of container, than to maintain a long line of different products, many of which enjoy so small a sale as to make them unprofitable.

Package enclosures is another method of winning the trade of the young. The circulars and booklets which come with the toiletries mother uses get into the hands of the girls. Many of these enclosures, sad to say, look as if they were prepared in Civil War days and had never been changed. They are badly printed from archaic type on poor paper. They are stilted and old fashioned in phraseology, and illustrated by very inferior cuts. They bespeak antiquity, not modernity. They give young people anything but a favorable idea of the quality of the goods they describe.

Many Advertising Methods

Package enclosures are generally used to aid the sale of all the various goods which the manufacturer may offer. That is a good idea, of course. A woman who is using your talcum, and likes it, should also be told of the merits of your face powder, and the package enclosure offers a good opportunity to tell her about it and urge her to try it. But package enclosures should also be planned with a view to selling the product in which they are wrapped to the young people of the family of the user—or any one else into whose hands they may fall. They should be attractive and artistic, well written, illustrated by modern and dainty pictures, and handsomely printed.

When we come to the advertising of toiletries, in magazines and newspapers, we find that more attention is paid to maturity than to youth. The pictures show more young matrons than young girls. The adjuration to keep your school girl complexion is obviously addressed to the woman who is already losing it. With the exception of actresses and film stars, testimonials are generally secured from the matron rather than the maid.

The reason, no doubt, is that the fear of losing one's beauty is the strongest incentive to taking steps to retain it, and that she whose charms are fading is the one most anxious to avail herself of the freshness and youthfulness which cosmetics impart. Perfumery advertising, as a rule, also appeals to the sophisticated woman rather than to the girl.

This may all be quite logical, but how about the 6,000,000 girls who are just reaching the age when they represent a tremendous purchasing power? Anyone can observe that they use toiletries of all kinds freely. They are at the age when the newly awakened sex impulse exerts its most stirring and powerful influence—and everybody knows how this impulse seeks expression through all possible means of beautification and alluring adornment.

Surely their business is worth going after. Not only is it of great immediate value, but it holds out the promise of continuance for many years. The girl of 16 may be a customer for 20 or 30 years. A buying habit, formed at that age is likely to be lasting. The young are romantic, imaginative and loyal. Far more than older people, they

attribute high and distinctive merit to articles which succeed in winning their favor. "Mine" is a word which means far more to them than to their elders.

Moreover, young folks are tremendously imitative. They copy each other continually—to them imitation is indeed the sincerest form of flattery. In every social group of girls there are one or two who set the styles. Any article of apparel, any adornment or beauty aid which finds favor with the leaders spreads through the entire group like wildfire. And, presently, from group to group—from town to town.

It is probably safe to say that any manufacturer of toilet articles who, in a certain State or section of the country, should secure each year the names and addresses of girl high school graduates, and should send them, with a courteous note, a "nifty" little package of some toiletry appealing especially to the young, would find a quite surprising increase in the sale of his goods in that territory.

At any rate, the manufacturer who gets the bulk of the business of this interesting 6,000,000 will have to advertise for it. There isn't any other way. The young folks of today are reading advertising, and buying advertised goods. They are impelled chiefly by the idea of newness and smartness. They find that the latest vogue in all types of commodities is advertised, and that to follow the advertisement is to follow the vogue. Later on in life, when they realize more fully the value of a dollar, quality appeals will be given more weight, and the fact that you were established in 1876 may be considered as an advantage rather than a handicap. But in the days of youth, the style's the thing.

Advertising to youth must strike a youthful note. It must have freshness, vivacity and enthusiasm. It must stress the activities and diversions of youth. It must be youthful in appearance—in its illustration and typography!

There is no special reason why you should be afraid to make your appeal to youth—to the exuberant, impressionable 6,000,000. The older women will read it, too—and be strongly influenced by it. For every woman who has not definitely abandoned the race with Father Time firmly believes that she's only a girl, after all!

BRITISH COAL STRIKE RAISES PERFUMERY PRICES

(Special Correspondence)

LONDON, November 10.—The prolonged British coal strike has had the effect of forcing up prices of any coal by-products, and the most important item of interest to the chemical industry has been the prohibition of the export of pitch except under license. This was an entirely unexpected surprise, although the price has risen greatly during the past few weeks. Benzol is scarce and will fetch 75c with ease per gallon, and toluol at 75 to 80c. and xylol at 75c. are similarly placed. Acetone is in good demand at firm prices as are all cresols. In pharmaceutical chemicals synthetic menthol commands a steady market. Saccharin and vanillin, are in good demand.

There are a number of important changes in the perfumery list. All benzyl derivatives show definite increases the alcohol and acetate having risen from 50c to 60c. per pound and benzaldehyde from 54 to 56c. per pound. Musk ketone showed a marked jump of 50 cents to \$8.65, and musk xylol rose to \$2.05 per pound while heliotropine has weakened to \$1.16, the only downward tendency in the list. A marked falling off is noted in the price of some leading essential oils, notably Bourbon geranium oil from \$3.25 to \$2.85 per pound.

Government Boards Issue Statistics

Production of Synthetic Organic Products and Ethyl Alcohol Given; New Census Plans

WASHINGTON, November 15.—The Tariff Commission has just made public its annual census of dyes and other synthetic organic chemicals for the year 1925. A vast amount of information relative to imports and production of various commodities is included.

Relative to flavors and perfume materials the report says: "Description—There is no sharp line of demarcation between these two classes of coal-tar chemicals, many of them being used both as flavors for food products and perfumes for soaps and other toilet articles. Separate classification is therefore in certain cases purely arbitrary.

"Production of flavors—The total production of flavors in 1925 was 2,207,102 pounds, a 26 per cent increase over the previous year. Sales in 1925 were 2,148,904 pounds, valued at \$1,409,311, a unit value of 66 cents a pound as compared with 87 cents in 1924.

"Methyl salicylate, a flavor used largely as an artificial wintergreen, again led this group in quantity and value. The output was 1,819,822 pounds, which was a 42 per cent increase over 1924. Sales amounted to 1,802,669 pounds, valued at \$711,502.

"Coumarin was reported by six firms in 1925. Production was 104,363 pounds, a decline of 19 per cent from 1924. Sales in 1925 were 104,054 pounds, valued at \$309,596, or \$2.98 per pound. All flavors showed declines in production.

"Dulcin (p-phenetol carbamide), a sweet substance used as a substitute for saccharin, was first reported in 1925.

"Production of perfumes—The output of perfume materials of coal-tar origin in 1925 was 2,335,024 pounds, a 23 per cent increase over the previous year. Sales were 2,370,728 pounds, valued at \$883,617, an average value of 37 cents a pound, as compared with 49 cents in 1924.

"Diethyl phthalate again led in quantity of production and in value of sales. The output in 1925 was 2,099,181 pounds, which was a 25 per cent increase over 1924. Sales were 2,137,340 pounds, valued at \$657,538. The average sales value per pound of 31 cents was a decline of seven cents from 1924.

"Dibutyl phthalate and phenylacetic aldehyde showed a large increase in production in 1925, and diphenyl oxide, benzyl benzoate, and benzylidene acetone a decline.

"Among the new products reported for the first time in 1925 were butyl phenylacetate, p-cresol methyl ether, ethyl anthranilate, and phenyl ethyl propionate."

In addition to these products one firm reported production of citronellal and three reported production of 675 pounds of citronellol. Citronellyl acetate was manufactured by three concerns. Seven firms manufactured geranyl acetate, 4 geranyl formate, 3 geranyl butyrate and 2 geranyl propionate. Hydroxycitronellal was manufactured by one concern and jasmone ketone by one. Linalyl acetate production amounted to 954 pounds, the output of 6 concerns. Linalyl butyrate and methyl iso-eugenol were manufactured by one firm.

The complete report has been published under the title of "Census of Dyes and Other Synthetic Chemicals." Copies

are available at 30c each from the Government Printing Offices, Washington, D. C.

Announcement has been made by the Department of Commerce that according to data collected at the biennial census of manufactures, 1925, the establishments engaged primarily in the manufacture of ethyl alcohol (mainly from molasses and grain) and related products, such as denatured rum, reported the production of ethyl alcohol to the value of \$55,925,027, and of other products to the value of \$1,780,677, making a total value of \$57,705,704, an increase of 74.9 per cent as compared with \$33,000,099 for 1923, the last preceding census year.

In addition, ethyl alcohol was manufactured to some extent by establishments engaged primarily in other industries. The value of this commodity thus produced outside the industry proper in 1923 was \$1,132,802, an amount equal to 3.4 per cent of the total value of products reported for the industry as classified. The corresponding value for 1925 has not yet been calculated but will be shown in the final report of the present census.

Of the 31 establishments reporting for 1925, six were located in Illinois, six in Louisiana, four in Pennsylvania, three in California, three in Massachusetts, and the remaining nine in seven other states.

The statistics for 1925 and 1923 are presented in the following statement. The figures for 1925 are preliminary and subject to such correction as may be found necessary upon further examination of the returns:

	1925	1923	Per cent of increase
Number of establishments.....	31	30	(a)
Wage earners (average number) ^b	1,395	1,062	31.4
Maximum month.....	Oct. 1,606	Dec. 1,356	...
Minimum month.....	Apr. 1,177	May 914	...
Per cent of maximum.....	73.3	67.4	...
Wages.....	\$1,838,318	\$1,474,166	24.7
Cost of materials (including fuel, electric power, and containers)	\$38,564,481	\$17,770,264	117.0
Products, total value.....	\$57,705,704	\$33,000,099	74.9
Ethyl alcohol.....	\$55,925,027	(c)	...
Other products.....	\$1,780,677	(c)	...
Value added by manufacture d.....	\$19,141,223	\$15,229,835	25.7
Horsepower.....	9,300	8,129	14.4

a Per cent not computed where base is less than 100.

b Not including salaried employees.

c No comparable data.

d Value of products less cost of materials.

Proposed inauguration of a biennial census of distribution by the federal Census Bureau was one of the topics under discussion at a conference of market research agencies at the Department of Commerce during the past month. The conference dealt with a market research program with a view to obtaining basic data on the purchasing power of the consuming public as affected by the factors of income and residence.

J. Walter Drake, Assistant Secretary of Commerce, who presided, stressed that the broad objective of the Commerce Department's cooperative relationship with business is the elimination of waste. A Heath Onthank, chief of the Department's Division of Domestic Commerce, pointed to the waste of time and money in sales campaigns launched without any definite knowledge of the market which they are intended to reach.

A permanent committee on market research will be set

up in Washington as a result of the conference to plan in detail the broad program of market research visualized by the conference, to act as the clearing house of existing market research agencies and of schools also working in this field, to cooperate with the government's research agencies and to establish uniform practices in the conduct of market research. Another of the permanent committee's functions designated by the conference is to encourage organization of local groups interested in market research.

A committee of individual business organizations interested in the field of market research is to suggest modifications and extensions of the statistical and market research work of Washington agencies for the better commercial use of this material. The Washington committee is to be composed of governmental officials and representatives of trade associations who are now gathering commercially usable market data.

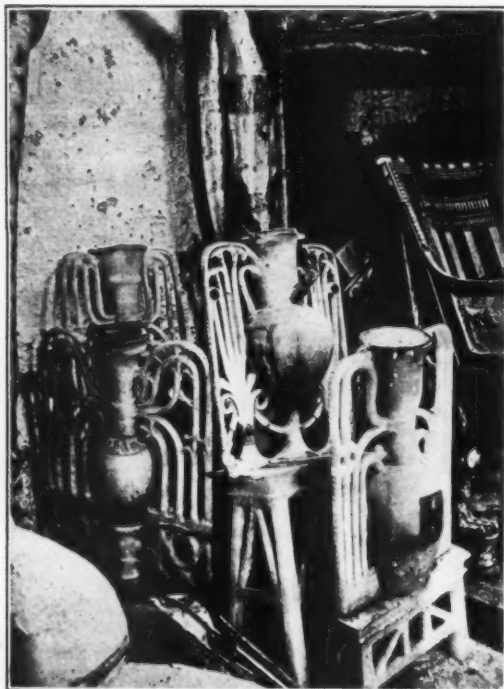
Eighty representatives of market research agencies, business schools, trade associations, publishers and all branches of business were present at the conference.

TUT-ANKH-AMEN'S COSMETIC ANALYZED

(Special Correspondence)

LONDON, November 5.—The fact that this year the Prince of Wales occupied the presidential chair at the annual congress of the British Association, the most important annual scientific conference held in Great Britain, drew an unusually large attendance to the conference.

In the Chemistry Section an account of an examination



(Copyright, London Times—New York Times—Lord Carnarvon)

KING TUT'S UNGUENT VASES

of an ancient Egyptian cosmetic was given jointly by A. Chaston Chapman and Dr. A. Plenderleith. The lecturers stated that the discovery by Dr. Howard Carter of a sealed cosmetic

jar of calcite in the tomb of Tut-Ankh-Amen at Luxor presented a unique opportunity for examining an ancient fatty substance which had not entirely decomposed. The jar had been sealed by natural agency, the changes in temperature and moisture having caused certain salts, nearly always associated with Egyptian objects of antiquity, to crystallize round the lid and so form a hard protective incrustation.

When the jar was opened a considerable quantity of cosmetic was found inside. This was rather sticky, and presented the appearance of a heterogeneous mixture, consisting of yellow nodules, together with chocolate-colored substance. It melted, in part at least, at the heat of the hand, emitting a faint yet distinctive odor. This odor at first suggested to the chemists coconut, but has been variously described since as resembling either that of the flowers of broom (*P. genista*) or as being rather valerianaceous in character. It had a decidedly fatty smell, but certainly not that characteristic of advanced rancidity. A careful microscopic examination failed to reveal any traces of vegetable fibre or other organized structures.

A long and elaborate account was given of the work of analysis and the findings, and on the whole the authors of the paper were inclined to regard the chemical evidence as supporting the view that the fat was of animal character, since it did not seem probable that any vegetable fat with the small proportion of olein that it appears to have contained would have been available. The chemical evidence, generally, would seem to exclude coconut or palm kernel oils. Having regard to all the results, the lecturers thought it probable that the cosmetic consisted of about 90 per cent of a neutral animal fat, with about 10 per cent of some resin or balsam.

The large proportion of calcium present was evidently due to the action of the liberated acids on the walls of the containing vase. The smell of the material was probably due to odorous substances formed in process of time from the resins or balsams employed. The odorous constituents of coconut, so far as these are known, are of a kind which would hardly be likely to have resisted the destructive effect of oxygen and moisture over so long a period, and it is much more likely that the substances formed as the result of oxidation changes would have greater stability.

Cosmetics Ban Ineffectual

Cosmetics are contraband in Esthonia says an *Associated Press* dispatch.

Nevertheless, Esthonian women manage to give their complexions the latest Paris tint, and there is apparently no lack of lipsticks.

Esthonian women also manage to get perfumes, toilet waters and hair tonics which are suggestive of France.

An effort was once made to discover where the actresses in Reval theatres obtained their toilet preparations but the customs officials failed to get any information.

Lavender Held to Be Vegetable!

(Special Correspondence)

LONDON, November 10.—A man charged at Willesden Police Court here with selling lavender without a pedlar's certificate, pleaded that the Lord Chief Justice had held that lavender was a vegetable, and, as such, he needed no certificate. The clerk of the court looked up the point, and found that the man was quite right. The magistrate accordingly promptly discharged him.

Trade Commission Changes Policy

Capper-Kelly Price Bill Will Be Urged in Coming Congress Session; Chemical Import Totals

WASHINGTON, November 15.—Announcement has been made by the Federal Trade Commission of a change in policy with respect to publicity given proceedings involving alleged unfair trade practices.

Formal complaints will be made public in the future when issued, without waiting for 30 days, the statutory period which respondent has to file answer, to expire. The amendment in the commission's rules is of a minor character, providing simply that publication of a complaint no longer will be held up pending receipt of respondent's answer.

The amended rule will not interfere with the settlement of cases by stipulation under which the commission acts to bring unfair trade practices to a stop without formal complaint and without revealing the identity of the respondent. Before the present regime all complaints were subject to a formal proceeding, but a change in the commission's policy was effected with the appointment by President Coolidge of William E. Humphrey to the commission 18 months ago. At the time the rule for settlement of cases by stipulation was introduced a majority of the commission decided also that issuance of a formal complaint without making public respondent's defense at the same time was not giving the respondent fair treatment.

The commission now holds that the hearing given a respondent before the commission's board of review to show cause why a complaint should not issue is showing respondent sufficient consideration and that, if the commission decides after the hearing that issuance of complaint is justified, it should be made public when served on respondent.

Price Maintenance Bill

With the approach of the winter session of Congress a drive is being organized for the enactment of the Capper-Kelly "honest merchandising bill" which is designed to deal with the resale price maintenance situation.

Hearings took place on the bill before the House committee on interstate and foreign commerce last spring. The committee failed, however, to take action. There are indications that unless strong pressure is brought to bear the bill will be allowed to die in the hands of the committee.

The various trade associations sponsoring the measure expect to do everything possible to induce the committee to make a favorable report. They realize there is a good deal of opposition on the theory that the bill is a price fixing measure, which they deny. Whether or not a compromise can be effected which will be satisfactory to the committee is uncertain.

If the bill fails of action before the end of the present Congress on March 4, 1927, it will be necessary to cover the ground all over again in the next Congress.

Foreign Trade Returns

But little change in aggregate imports and exports of various commodities in the chemical group during the first nine months of 1926 was indicated from corresponding totals of 1925, according to the Department of Commerce.

The soap and toilet preparations group advanced in exports (8 per cent) but declined in imports (12 per cent) during

these periods. About one-half of the \$12,719,000 export was comprised of soap. The position of American dentifrices and of creams, rouges, and other cosmetics improved somewhat while the trade in perfumery and toilet waters and talcum and toilet powders remained about constant. The trend of the inward movement of soap and toilet preparations was downward, with all items except soap below the figures of the previous year. Imports totaled \$4,625,000.

Over \$1,000,000 worth of perfumery and bay rum, \$2,000,000 worth of perfume materials, and \$500,000 worth of cosmetics were purchased from abroad during the current nine months.

In the essential-oil trade the price element was noted, with the exports improving 85 per cent in quantity to 2,122,400 pounds, and values gaining only two per cent to \$1,141,100. Exports of peppermint oil declined from \$446,000 (45,200 pounds) in January-September, 1925, to \$309,300 (26,000 pounds) in January-September, 1926, and of all other essential oils advanced from \$677,100 (1,103,200 pounds) to \$831,800 (2,096,400 pounds).

Import prices also fluctuated, with a lower value for oil of geranium and higher values for attar of roses, bergamot, and lemon oil. Lemon oil recorded the biggest advance, with quantities increasing but little from 436,000 pounds to 455,000, while values jumped from \$369,200 to \$867,700. The imports of the more important oils during the first nine months of 1926 were: Geranium, 183,200 pounds, valued at \$424,800; otto of rose, 26,400 ounces, \$291,600; bergamot, 65,000 pounds, \$346,600; citronella and lemon grass, 963,100 pounds, \$577,300; and orange oil, 163,000 pounds, \$398,800.

Tax Revision Pending

Enactment of some sort of tax legislation now seems a certainty at the coming session of Congress as a result of advocacy by President Coolidge of a one-year flat reduction in individual and corporation income taxes.

Under the administration program taxpayers would be given a cut of probably as much as 12½ per cent in their 1927 payments on 1926 earnings. The plan proposed is to divide the reduction between the March and June payments in order that the entire loss in revenue, which is estimated at about \$250,000,000, would come from the prospective surplus of the fiscal year 1927 ending July 1. Indications now are that on the basis of present rates there will be a surplus in the current year of at least \$250,000,000 and probably more than \$300,000,000.

The fact that the administration has declared for a temporary cut of this sort after having previously opposed any tax revision at this session makes it almost certain that some sort of a bill will be passed. There are various cross currents, however, which make it uncertain exactly what the outcome will be. The Democrats have declared for a permanent revision at the short session, notwithstanding the contention of Secretary Mellon that it will be too early to determine whether any surplus will be available in future years. The insurgent Republicans accuse the administration

of playing politics and say that the flat cut proposed would be of benefit only to a few millionaires and large corporations. This group also contends that there will not be time at the short session for a comprehensive revision as proposed by the Democrats and challenges the Democrats to join in an effort to force a special session after March 4, at which time the Democrats would have increased strength in both Houses and the insurgents would hold the balance of power in the Senate. A special session could be forced by tying up important appropriation bills.

Corporation Tax Considered

Besides political complications there is an uncertain factor due to the fact that leading trade associations of the country are uniting in an attempt to secure a permanent reduction in the tax on corporation earnings at this session. A conference attended by representatives of more than thirty national trade associations declared for the repeal of the increase in the corporation income tax which was included in the 1926 revenue act and such further tax relief as is warranted by the condition of the Treasury. The 1926 act increased the flat tax on corporation earnings from 12½ per cent to 13 per cent on earnings of 1925 and 13½ per cent on earnings of 1926 and thereafter. This increase was intended as a substitute for the tax on capital stock of corporations which was repealed. It is now contended that the increase was not justified as evidenced by the large surplus in prospect. The trade associations are not entirely satisfied with the temporary cut in both individual and corporation taxes imposed by the President and prefer that the increase in the corporation tax should first be eliminated permanently and such further permanent or temporary cuts made as the financial situation of the government justifies.

Carl R. De Long, head of the chemical division of the Tariff Commission, has tendered his resignation. He will become head of the commercial research department of the Federal Phosphorous Company, with headquarters at Birmingham, Ala. Mr. De Long has been connected with the Tariff Commission since 1918. He became chief of the chemical division in 1921 and has held that position since that time except for four months during 1922 when he was transferred to the Department of Commerce to assist Secretary Hoover in organizing its chemical division.

NOTE ON CITRONELLA OIL*

By ERNEST J. PARRY

Apart from the question of the adulteration of Ceylon Citronella oil, the essential difference between that oil and the much finer Java oil, lies in the much greater proportion of acetylisable constituents in the latter oil; and also in the difference in the ratios between geraniol and citronellal in the two oils. It is probable that no exact method for the determination of both geraniol and citronellal, when occurring together, exists, but several methods have been proposed. Probably, the oximation method of Dupont and Labaume gives the most accurate results of all the methods which have been suggested up to the present. This method depends on the fact that citronellal oxime produced by shaking citronellal in the cold with a solution of hydroxylamine, is converted by heating with acetic anhydride into a nitrile which is not affected by saponification with an alcoholic solution of caustic potash. The method for carrying out the determination is as follows: ten grams of hydroxylamine hydrochloride are dissolved in 25 cc. of water. Ten grams of

potassium carbonate are separately dissolved in 25 cc. of water, the two solutions mixed and the mixture filtered. The filtered solution is then well shaken at intervals for 2 hours at the ordinary temperature with ten grams of the oil. The oil is then separated, dried with anhydrous sodium sulphate and acetylated with twice its volume of acetic anhydride and one-fifth of its weight of anhydrous sodium acetate for two hours in the usual manner. The resulting oil is washed, dried and saponified in the usual manner and the saponifiable esters calculated to geraniol, the difference between which and the ordinary acetylation value of the oil is calculated as citronellal. A series of seven normal oils examined in this manner by Schimmel were found to contain the following amounts of geraniol and citronellal:

	Geraniol	Citronellal
1.....	35.3%	36.6%
2.....	35.3%	45.2%
3.....	36.4%	46.3%
4.....	33.5%	39.5%
5.....	40.1%	35.4%
6.....	35.9%	37.2%
7.....	37.0%	40.1%

It is obvious that these figures are only relative as in all cases the total acetylisable constituents were higher than the total of the two constituents, the geraniol given having been the result of a direct determination. At the present moment, a considerable amount of Java citronella oil is being worked up to geraniol and a considerable amount for citronellal for the manufacture of hydroxycitronellal. In the ordinary way, it is probable that the two bodies are obtained from the same parcel of oil; but there are some minor factories which only make geraniol and do not work up the residues for citronellal. It is quite certain that the residues from geraniol manufacture containing a very high percentage of citronellal and therefore a high acetylative value, have been returned to commerce in admixture with genuine Java citronella oil, the mixture being sold as genuine Java oil. I have recently examined several samples which by Dupont's method showed practically 50 per cent of citronellal. It is almost certain that these oils, in spite of a high acetylisable value, are adulterated with these residues.

On the other hand I have also recently found several oils with citronellal values of 30 per cent to 31 per cent. It is a matter of speculation as to whether the latter type of oil has been adulterated with residues from which citronellal and possibly some geraniol, has been abstracted.

The determination of the citronellal content can also be done conveniently and accurately by the phenylhydrazine method. (Gildemeister, "The Volatile Oils," v. II., p. 231.)
—Ed.

HOOVER CALLS CHEMICAL CONFERENCE

Secretary of Commerce Hoover has called a meeting of the key men in the chemical industry to be held in Washington, December 6. The conference is for the purpose of establishing closer contact between the department and the industry. A. Cressy Morrison of New York, Chairman of the Chemical Advisory Committee to the Department of Commerce, will preside. Dr. Harrison E. Howe is secretary of the committee of which L. H. Baekeland, New York, Alfred S. Burdick, Chicago, Dr. Charles H. Herty, New York, Henry Howard, Cleveland, Gustavus Ober, Jr., Baltimore, Ernest T. Trigg, Philadelphia, and S. W. Wilder, Boston, are members. The meeting will be addressed by Bureau Chiefs of the Department.

* From *La Parfumerie Moderne*, Vol. 19, No. 8.

Perfume and Soap in Courts and Customs

PROCTER & GAMBLE CO. LOSES SUIT

WASHINGTON, November 15.—The Procter & Gamble Company is prohibited from using the word "Naphtha" on soap merely containing kerosene, as a result of denial October 25 by the United States Supreme Court of the company's petition for writ of certiorari to the United States Circuit Court of Appeals for the sixth circuit, but by the Supreme Court's denial of the Federal Trade Commission's cross petition the company is permitted to use the word "Naphtha" on soap actually containing naphtha at the time of its manufacture, regardless of whether or not any naphtha remains in the soap at the time of its sale to the consuming public.

The commission's order entered August 6, 1924, provided that the Procter & Gamble Company cease and desist from:

"1. Using the word 'Naphtha', or its equivalent, in the brand name of any soap or soap product offered for sale or sold by respondents, or otherwise incidental to its advertisement and sale, if and when such soap or soap product contains the petroleum distillate known and sold as kerosene and the word 'Naphtha' is so used to designate the addition of said kerosene to or its presence in such soap or soap product;

"2. Using the word 'Naphtha', or its equivalent, in the brand name of any soap or soap product offered for sale or sold by respondents, or otherwise incidental to its advertisement and sale, if and when such soap or soap product normally contains at the time of and upon its sale to the consuming public, no naphtha in an amount of one per cent or less by weight thereof."

It is Order No. 1 above which becomes effective, on the finding of the circuit court reading, as follows:

"We do not think it important whether kerosene is, or is not, naphtha in a scientific or legal sense. The question is whether the consuming public recognizes a distinction between the two and believe and understand that a soap containing naphtha is a better cleansing agency than a soap containing kerosene. Upon this proposition the finding of the commission is sustained by substantial evidence."

The circuit court held also that naming as "naphtha" a soap not containing sufficient naphtha to be effective as a cleansing agent when used by the consuming public is an unfair method of competition, but this finding is rendered negative by the further finding that, as naphtha is a volatile matter, the order of the commission that the soap must contain more than one per cent by weight of naphtha at the time it is sold to the public is wholly impossible of performance unless an unreasonably large amount of naphtha is used in its manufacture.

The case was remanded to the commission by the circuit court with the suggestion that an order be made directed to the amount of naphtha the Procter & Gamble Company should be required to put into their soap at the time of manufacture. Both the commission and the company petitioned the circuit court for a rehearing. When these petitions were denied Procter & Gamble filed a petition for review in the Supreme Court and the commission filed a cross petition to the same end. These petitions the Supreme Court has denied, thus giving effect to the circuit court's decision.

PRICE MAINTENANCE DECISION

A rather important decision affecting the matter of the control of resale prices was handed down on November 1 by Judge Manton in the United States Circuit Court of Appeals. The decision was upon appeal of Harriet Hubbard Ayer, Inc. for the setting aside of the "cease and desist" order of the Federal Trade Commission which ordered the company to discontinue "an alleged policy of securing the observance of resale prices of its products by co-operative measures."

"As long as the manufacturer does not monopolize his line of products and use unfair or fraudulent methods," Judge Manton wrote, "he should be permitted to exercise the privilege which the law accords him of selecting his customers and refusing to sell to customers who undermine the market by becoming price cutters.

"He should not be hampered in the conduct of his legitimate business. It is only when the practices amount to fraud in regard to some public or private right that an unfair method in competition is accomplished. The right to fix prices, or regulate prices, is not within the province of the agreement.

"We can see no objection to the manufacturer prescribing conditions under which he will deal with jobbers or retailers as long as he does not attempt to fix the price or cost at which retailers shall sell to final customers.

"If free competition is to continue, the right of the individual to the exercise of reasonable discretion with respect to his own business methods must be recognized. The free flow of commerce would be interfered with and there would be a decrease in competition if the retailers might indulge in price-cutting that reaches the proportion of a ruinous business policy."

CARON-HUDNUT STIPULATION

Referring again to the Caron-Hudnut stipulation, a reference to which appeared on page 430 of our October issue, we have since learned that Richard Hudnut did not agree to abide by the decisions of the courts obtained by the Caron Corp. in other litigations. Richard Hudnut reserves to itself the right to protect its use of the word "Narcissus" which use, it believes, is not exclusively in the Caron Corp.

We regret that the information, secured from a source which we believed to be reliable apparently conveyed an erroneous impression as to the agreement reached between Caron Corp. and Richard Hudnut.

MEDICATED SOAP CASE

The Federal Trade Commission's complaint against F. Burkhalter, doing business as the Royal Soap Co., of Kansas City, Mo., came up for final argument before the commission during the past month, but counsel for the firm did not appear. The Commission's complaint alleges that the respondent represented that its "Royal Medicated Cuticle Doctor Soap" is medicated and has a curative and healing effect upon the skin. The complaint asserted that as a matter of fact the soap is not medicated and does not possess the healing properties claimed by the respondent. A. M. Craven, the commission's attorney, stated in arguing the case that the respondent had not put up any defense.

CUSTOMS DECISIONS

Soap Invoiced as Castile

No. 884.—Protest 153996-G/73269 of Vincent de Messimy (Chicago).

SOAP.—Merchandise invoiced as castile soap, classified at 30 per cent ad valorem is claimed dutiable at 15 per cent under the provisions of paragraph 82, tariff act of 1922.

Opinion by McClellan, J. The soap in question is in bars weighing 4 pounds and 3 ounces each, unwrapped and unscented. It is used for laundry, textiles, leather, shampooing, and, when cut into small cakes, for washing the hands. It was found that the soap involved appears to be similar to that passed upon in Abstracts 51744 and 611. On the authority of Abstract 644 the protest was overruled for the reason that the protestant failed to establish that the collector's classification was erroneous and that his own claim was correct.

Scap in Form of Artificial Fruits

No. 885.—Protest 153897-G of Lord & Taylor (New York).

SOAP—ARTIFICIAL FRUITS.—Artificial fruits made from soap coated with wax or paraffin, classified at 60 per cent ad valorem under paragraph 1419, tariff act of 1922, are claimed dutiable at 30 per cent under paragraph 82.

Opinion by McClelland, J. On the authority of *Shallus v. United States* 13 Ct. Cust. Appls. 87; T. D. 40937 the merchandise in question was held dutiable as toilet soap under paragraph 82 as claimed.

Marking of Soap in Tins

No. 805.—Protest 117732-G of R. J. Jacobs (San Francisco).

MERCHANDISE NOT LEGALLY MARKED—SOAP IN TINS.—The appraiser reported the merchandise consisted of soap in tins. It was assessed with additional duty as not legally marked.

Opinion by ADAMSON, J. It was stipulated by counsel that the merchandise consisted of a cleansing paste in tin cans, damp and soft. As it was not capable of being marked without injury the protest was sustained.

Oil Classified as Rapeseed

No. 814.—Protests 69430-G etc. of K. Yoshimura et al., Honolulu.

OIL.—Merchandise classified under the provision for all other expressed oils in paragraph 45, tariff act of 1913, at 15 per cent ad valorem, is claimed dutiable under the same paragraph as rapeseed oil at 6 cents per gallon.

Opinion by McCLELLAND, J. On the collector's report that the protest was well taken, the claim for classification as rapeseed oil at 6 cents per gallon under paragraph 45 was sustained.

Infusorial Earth Protest Sustained

No. 826.—Protest 125655-G of C. B. Chrystal (New York).

INFUSORIAL EARTH.—Merchandise classified as earth wrought or manufactured at \$2 per ton under paragraph 207, tariff act of 1922, is claimed entitled to free entry under paragraph 1675.

Opinion by YOUNG, J. A sample was analyzed by the chemist, who reported that the merchandise is infusorial earth, a form of tripoli, composed of silica, iron oxide, alumina, and water. The claim for free entry under paragraph 1675 was sustained.

Powder Puffs

No. 882.—Protest 162760-G, of Franklin Simon Co., New York.

POWDER PUFFS—BRUSHES.—Merchandise invoiced as beaver puffs, classified as brushes of 45 per cent ad valorem under paragraph 1407, tariff act of 1922, is claimed dutiable as manufactures in chief value of leather at 30 per cent under paragraph 1432.

Opinion by McClelland, J. In accordance with stipulation of counsel and on the authority of Abstract 47368 the powder puffs in question were held dutiable under paragraph 1432 as claimed.

Bath Salts Protest Overruled

No. 888.—Protest 137015 G of The Arden Chemical Co. (New York).

BATH SALTS.—Merchandise invoiced as compressed bath salts and classified as a toilet preparation at 75 per cent ad valorem under paragraph 62, tariff act of 1922, is claimed dutiable at 25 per cent under paragraph 5.

Opinion by McClelland, J. The chemist reported that the sample consisted chiefly of hydrated sodium carbonate with small amounts of soap and perfume. It was found that the record supported the collector's classification as a toilet preparation under paragraph 62. The protest was therefore overruled.

Marking of Soap

No. 960.—Protest 118774-G of G. Gontchevian (New York).

MERCHANDISE NOT LEGALLY MARKED—SOAP—The importation in question consisted of soap. This protest is against the assessment of extra duty on the merchandise as not legally marked.

Opinion by ADAMSON, J. It was found that the soap was not capable of being marked without injury and the protest was sustained accordingly.

Lemon Soap

No. 835.—Protest 162300-G of Park & Tilford (New York).

LEMON SOAP.—Perfumed soap in the form of lemons classified at 60 per cent ad valorem under paragraph 1419, tariff act of 1922, is claimed dutiable at 30 per cent under paragraph 82.

Opinion by McCLELLAND, J. In accordance with the amended report of the appraiser the merchandise in question was held dutiable as toilet soap under paragraph 82 as claimed. Abstract 47154 followed.

Kansas License Law Proposed

A bill has been prepared and is scheduled to come up in the Kansas legislature in January calling for the licensing of barbers and those practicing beauty culture. The proposed law provides for a board of examiners with power to conduct examinations and grant the licenses. The bill has the backing of the Kansas Master Barbers' Association and the Sunflower Beauty Culture Society and was drafted at a meeting of these bodies held in Topeka last month.

Open Sesame

Caller—"I want to see the boss."

Office Girl—"Sorry, but he's in conference with the vice-president and general manager."

Caller—"Let me in, I know a funny story, too."—*Silent Partner.*

Activities of Associations and Societies

BARBERS SUPPLY DEALERS CONVENTION

The twenty-third annual convention of the Barbers Supply Dealers Association was held at Hotel Sherman, Chicago, October 18 to 22. A large attendance and many worth while exhibits of interest to the trade were shown at the four-day meeting.

Mayor Dever addressed the opening session of the convention on Monday and the annual reports from the officers were read, as well as committee reports. E. A. Faust of New York City spoke on the sale and distribution of hair dyes and Ray Ervin of Cleveland told the members about selling beauty shop fixtures and furniture.

On Tuesday, the guest of honor of the association was General Lincoln C. Andrews. R. D. Mitchell of Longansport, Ind., spoke on the success of local credit associations. George Chisholm of St. Louis told about the new meaning of the B. S. D. A. Harry Keller of Canton, Ohio, and E. D. Schneider of Memphis, Tenn., discussed the good and bad points of delivery by automobile. Blake D. Applewhite of Wilmington, N. C., and M. E. Walters of Charlotte told about good manufacturers and bad dealers. The meeting adjourned early, so that delegates could prepare for the theatre party at the Great Northern theatre.

J. M. Hoffar presided at the Wednesday meeting of the association. Harry Isbell of Chicago used the blackboard to show the costs of doing business these days. A. Goldman of New York read a timely paper on the local distribution of beauty shop merchandise. L. E. Peck of Waterloo, Iowa, M. Cox of Birmingham, Ala., and John Fernsler of Philadelphia led the discussion on the 40 per cent discount. R. C. Dunlap spoke on the furniture question from the barbers and selling new goods to the trade on the cash and installment plan. General discussion of this subject followed. The session adjourned at 4:30 and the delegates looked over the various exhibits until the evening tour through the new plant of the Chicago Tribune.

Several of the exhibitors gave dinners to their friends and customers during the four days of the convention and among them was a banquet by the F. W. Fitch Co., of Des Moines which was presided over by F. W. Fitch of that company, assisted by Gale Fitch, F. Mountford, Al Phillips and Jack Swearingen.

The following are notes on the important exhibits:

George E. Lightner had charge of the exhibit of the J. W. Marrow Mfg. Co., which showed Marrow preparations both in bulk and package.

Bonilla Laboratories, Indianapolis were represented by N. S. Sherman secretary of the company, F. H. Highley manager of the Chicago offices and J. P. Leuer.

(Continued on Next Page)

N. W. D. A. COMMITTEES

The following have been appointed to the chairmanship of committees of the National Wholesale Druggists' Association for the coming year:

Credits and Collections, W. T. Harper; Delivery and Traffic, Wm. J. Mooney, Jr.; Drug Market, Chas. L. Huis-king; Education and Research, A. Kiefer Mayer; Insurance, W. L. Thompson; Legislation, C. Mahlon Kline; Local Associations, J. M. Penland; Membership, J. C. O'Dell; Memorials of Deceased Members, H. J. Schnell; Proprietary Goods, Henry J. Bowerfind; Quality Medicinal Products, Eli Lilly; Rates and Routes, Romaine Pierson; Salesmen and Selling Methods, Frank G. Abbott; Special Lines, L. G. Bertoli; Trade Marks, E. R. Corbett; Prohibition Problems, Dr. Wm. Jay Schieffelin; Uniform Accounting, Wm. W. Gibson; Councillor and Delegates, Chamber of Commerce of the United States—Councillor, H. H. Robinson; delegates, A. J. Geer, Walter V. Smith, R. L. Powers; Delegates to National Drug Trade Conference, C. Mahlon Kline, C. W. Whittlesey, W. L. Crounse.

NATIONAL CANNERS' CONVENTION

The annual convention of the National Canners Association, the Canning Machinery & Supplies Association, and the National Food Brokers Association will be held in Atlantic City the last week in January. Simultaneous meetings of these three associations will bring an unusual crowd and insure a large attendance at the sessions of all of them. Plans for the display of food packaging machinery to be held on the Million Dollar Pier are under way.

The decision to hold the convention at Atlantic City came after the last few conventions had been held in middle western cities. San Francisco also invited the associations but it was decided to bring the convention east this year. Many of the manufacturers of packages and packaging machinery have announced their intention of being present and displaying their products at the meeting.

NEW YORK PHARMACEUTICAL CONFERENCE MEETS

The New York Pharmaceutical Conference held its regular meeting at the Hotel Pennsylvania the week of October 27th. The attendance was good and several important matters were taken up.

A resolution favoring the sale "of any medicines or medicinal compounds containing drugs and used for the alleviation of any ailments" only in pharmacies under the supervision of licensed pharmacists was adopted by the convention. The resolution recommended that ordinances be passed to prevent the sale of drugs by any person other than a licensed pharmacist.

Another resolution adopted condemned as unfair the practice of large manufacturers of trade-marked articles in contracting with certain chain stores for the manufacture of a ten-cent size of their products for the exclusive use of the chain stores. It was also voted to draft bills for presentation to the Legislature to limit "the indiscriminate opening of drug stores and create a grievance committee along the lines established by the Medical act of last year," to which the retail druggists might take their problems.



J. M. HOFFAR

BARBERS SUPPLY DEALERS' CONVENTION

(Continued from Page 489)

Colgate and Company, had a fine exhibit in charge of James M. Roscoe, sales manager, assisted by John F. Carney, field manager, and W. S. Jenkins, manager of the dealer display department.

The Lucky Tiger Co., of Kansas City was represented by E. A. Crouch, J. C. Hare and J. C. Tyndall from the home offices.

The GloCo Co., of Los Angeles had G. W. Maynor from the home offices, Ray Lake, P. R. Bass and P. A. Sweigard from the branch offices of the company.

James B. Reed, sales manager of the J. B. Williams Company, Glastonbury, Conn., was assisted by W. J. Walsh, Z. V. Brinkley, H. C. Hagy, W. C. Muller, George C. Welsh, A. H. Stark and W. G. Hawley.

George H. Weyer, toilet specialties, Kansas City, was assisted by M. C. Eller and C. H. Haynes.

E. B. Mins, R. R. Rosholt and A. E. Schultz represented the lines of the National Co., of Eau Claire, Wis.

Van Dyk and Co., New York City, was represented by F. H. Rohter, F. H. Rosenglick and David V. Rosenglick, with a fine display of the products of the company.

The E. E. Dickinson Co., of Essex, Conn., had a fine exhibit of their witch hazel line. E. E. Dickinson assisted by J. D. O'Leary and F. J. Hall were on hand to greet the trade.

Kraut and Dohnal, Chicago was represented by George A. Hochstetter and A. J. Walsh. The company has recently taken over the sales for the Van Ess Laboratories for the country and in addition they handle a complete line of accessories for the trade.

The Wildroot Co., of Buffalo, had a fine exhibit and J. P. Weiss, sales manager had J. H. Bilton, H. R. Shehan, G. M. Cohan, M. O. Beatty, C. Everett and R. A. Weill to assist in taking care of the trade at the show.

A. C. Hynd Co., Buffalo, was represented by A. C. Hynd, Wm. Hynd, Charles Hannun and A. Hannun all from the head offices at Buffalo.

A. W. Dommer was on the job for the George W. Luft Co., Inc., of New York, showing "Tangee" lines.

Fries & Fries, Cincinnati had a very complete exhibit with S. H. Rosenheim, M. B. Abrahams, F. Gallenberg, Sig Heumann, F. W. Smart, E. J. Suttmiller and C. J. Boewer, representing the company at the show. M. B. Abrahams left for Los Angeles headquarters of the company at 421 East 8th street, where he is manager, after three days at the big meeting.

The following were elected officers of the association for the coming year: J. M. Hoffar, De Vry Barber Supply Co., Evansville, Ind., President; W. L. Scott, Peoria Barber Supply Co., Peoria, Ill., First Vice-President; Charles Karhoff, Denver, Second Vice-President; Ray Ervin, Cleveland, Third Vice-President; Otto N. Haas, Chicago, Treasurer; Joseph Byrne, New York, Secretary. New members of the Executive Committee are W. L. Buck, Oklahoma City, John Fernsler, Philadelphia.

Tin Plate Workers Strike

Refusing to perform extra work, 700 employees of the McKeesport Tin Plate Company, Port Vue, Pa., the largest independent manufacturer of tin plate in the world, have gone on strike according to advices to the New York Times. The strikers are all skilled workmen.

MAY CONTROL ETHYL ACETATE SALES

A meeting was held at prohibition headquarters in New York City on November 9 at which time General Lincoln C. Andrews considered with manufacturers of ethyl acetate possible means which could be adopted to curb such diversion of this material to beverage purposes as has taken place. It is understood that only small quantities of ethyl acetate as such have been subject to diversion despite the fact that the material is quite easily converted into ethyl alcohol. The principal diversion has been in the form of sales of products consisting of mixtures of alcohol and ethyl acetate under the guise of specially denatured alcohol formulae. Some alcohol concerns have recently reported inquiries for unauthorized formulae containing ethyl alcohol and benzene in varying proportions.

While no definite plans were formulated at the meeting the discussion brought out the fact that manufacturers of ethyl acetate are quite willing to co-operate with the authorities to prevent diversion of their product to illicit uses. In fact, some of them have already taken special steps to control sales of their product to consumers for legitimate purposes.

It is possible that a ruling may be issued by the Treasury governing the matter and placing ethyl acetate upon virtually the same basis as specially denatured alcohol excepting for the matter of permit requirements which will not be made a part of the ruling.

TRUCK MAKERS TIGHTENING TERMS

Somewhat belatedly but none the less definitely, credit terms on the sale of commercial vehicles—trucks and buses—are being tightened as they were a year ago on passenger cars. This new merchandising policy marks the beginning of a movement of prime importance, says *Motor*.

Generosity in granting credit on time sales of trucks and buses has been even more extravagant than on passenger cars. It has been quite common to sell with a small or no cash down payment and to grant two years or even more in which to pay.

The basis for this foolish policy has been the theory that the purchaser of a commercial vehicle could pay for it out of its earnings. This undoubtedly is true in many cases but in many others it isn't. Every case presents an individual problem for the buyer. His actual earnings may not be up to his estimate of potential earnings but that phase of the problem has been given little consideration.

Prospects all too frequently have been oversold on the possibilities. There have been innumerable instances in recent years where five-ton trucks have been sold to truckers who couldn't show a profit on a one-horse wagon.

The result has been a heavy percentage of repossessions with consequent severe losses. Finance companies long ago became wary of truck paper and all kinds of expedients were adopted by manufacturers to find the funds with which to swing these sales.

There are gratifying indications that the leading companies including Mack Trucks, Inc., are taking steps to improve the quality of the paper they take, and the less powerful manufacturers will be wise if they do the same.

The Value of Mathematics

"Aw, what good is percentage?" growled little Tommy. "Now, Tommy," asked his teacher reproachfully, "don't you want to learn how to figure batting averages?"—*Louisville Courier-Journal*.



Flavoring Extract Section

OFFICIAL REPORT OF FLAVORING EXTRACT MANUFACTURERS' ASSOCIATION

The work of the Flavoring Extract Manufacturers' Association of the United States has progressed very favorably during the last month under the able direction of president D. T. Dunning and executive secretary Thomas J. Hickey. Few unusual developments in the steady progress of the association in the interests of its membership have taken place during the period. The office of the secretary has forwarded to the members frequent bulletins regarding the progress of the work of the officers and executive committee. Several of these bulletins have been on the important subject of alcohol, in which the members of the association are particularly interested. The subject matter covered by these alcohol bulletins will be found in our Washington letter, which is printed elsewhere in this issue.

Work of the association in state legislative matters has not been at a standstill although there have been no particular happenings worthy of more than passing mention during the month. The industry has been troubled to some extent by the West Virginia regulations, which were printed on page 433 of the October issue of THE AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW. Aside from this, little of consequence in the matter of state legislation has taken place.

The various committees and officers of the association and especially executive secretary Hickey have been very active in watching and combating unfair state laws and in attempting to secure reasonable uniformity in the general regulations covering the sale of the products of the industry.

The routine work of the association is being carried on in the usual efficient and effective fashion for which the credit must be given to president Dunning, and the other officers and committee members who are giving much time to the work.

Fixation of Oils of Lemon, Orange, Etc.

(From *Seifensieder-Zeitung*, vol. 55, Augsburg)

In order to fix oils of lemon, orange, etc., and especially to prevent their assuming a turpentine-like odor, it has been recommended to add a small quantity of a fatty oil, e. g., olive oil. In case of necessity, the volatile oil may be easily separated again from the fatty oil; such volatile oils mixed with fatty oils kept unchanged for over ten years, while the same oils, without admixture of fatty oils, even after quite a short time, began to smell of terpenes. The U. S. Pharmacopoeia Board has therefore recommended this practice.—*Schimmel, Bericht Ausgabe, p. 37.*

SODA WATER FLAVORS MANUFACTURERS IN CONVENTION

The Hotel Statler, Buffalo, was the scene of the twenty-first annual convention of the National Manufacturers of Soda Water Flavors, held on November 8. The attendance at the meeting was larger than usual despite the fact that the annual meetings of this association have always been characterized by unusually good attendance.

The session was devoted to the reports of the President and Secretary. These reports covered the work of the association and its officers in legislative and general matters during the last year and outlined the plans which these officials had in mind for the coming twelve months. The report of the Treasurer showed that the association is in excellent shape financially to take care of the interests of its membership.

A general discussion of numerous matters of prime importance to the association and the industry followed the adoption of the reports and the entire field of the work of the association was discussed in very satisfactory fashion in the course of this debate.

Just before the close of the meeting, the former officers of the association were reelected for the coming year. They are August Peter, Northwestern Extract Co., Milwaukee, Wis., president; W. H. Gast, Theonett & Co., Chicago, vice-president; H. E. Harrison, Liquid Carbonic Co., Chicago, treasurer, and Thomas J. Hickey, Chicago, attorney and secretary. The Board of Directors for the coming year consists of the officers and Chas. O'Connor, S. Twitchell Co., Philadelphia, Harry Whittle, Whittle & Mutch, Philadelphia, Walter Schrank, H. C. Schrank Co., Milwaukee, Thomas Murphy, Monarch Manufacturing Co., Atlanta, and Charles House, Jacob House & Sons, Buffalo.

At the conclusion of the business meeting, all of the members, in accordance with a long established custom adjourned to a private dining room where an excellent luncheon was served. Many of the members in attendance remained in Buffalo for the convention of the American Bottlers of Carbonated Beverages held during the same week.

The text pages of THE AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW do not contain all of the news. You must read the advertising pages also to get the full benefit.



AUGUST PETER

FIFTH SURVEY OF MILWAUKEE MARKET

The fifth annual *Consumer Analysis* of the Greater Milwaukee market prepared by the *Milwaukee Journal* has been issued. The experiment of the newspaper in presenting such an analysis to advertisers in the district has grown from very small beginnings five years ago to an important contribution to market literature and advertising progress.

The first number of the series was restricted to package goods sold in grocery stores but its success was so apparent to the publishers that the scope of the survey has been expanded each year until the 1926 issue includes the products of or materials allied to nearly all of the principal manufacturing industries.

Flavoring extracts occupy a prominent place in the review and a considerable section of the grocery products division is given over to the markets for various types of soaps. Undoubtedly the survey will be of value to the manufacturer desiring to trace the relationship of sales to advertising or the conditions surrounding the progress or decline of certain brands of merchandise. Data are of the fullest sort and should present a fairly accurate picture of conditions in this particular market.

In securing the material, the final consumers were consulted. Questionnaires were sent out to a sufficient number of families in Greater Milwaukee to insure returns from roughly three per cent of the population of the district. The data thus secured were classified and arranged by commodities.

In the individual products, falling within the soap and cosmetics group, the study reveals some quite interesting trends. While it is obviously impossible to generalize from statistics covering so limited a market, it is probable that the individual manufacturer will secure much of value from the survey to aid him in his own selling program, whether limited to this particular field or not.

In the soap survey it was found that the number of families using package soap flakes had increased considerably during the year but that the increase had not been in proportion to the increase in population of the district. The average quantity used per family by the families which used flake soaps was considerably larger. Of the replies received 71.43 per cent of the families indicated that they used soap in flake form.

A steady increase in the use of scouring cleansers was shown by the survey, 98.3 per cent of the population using such materials. The use of washing powder has declined rapidly the survey for 1926 showing 32 per cent of the population as users while the 1922 survey showed over 80 per cent. In toilet soaps there was a slight increase in the number of bars used per family.

The survey on laundry soap showed that, contrary to general opinion, white soaps, in this particular territory at least, had lost ground during the year. The percentage of families reporting the use of white soap fell from 87 last year to 85 this year while the percentage of families using brown soap increased from slightly over 64 to about 65. Practically no change in the volume of the laundry soap used has occurred since the last survey.

In the review of the cosmetics market some rather interesting comparisons were brought out. The percentage of perfume users increased quite sharply to practically 73 per cent as against a little over 69 per cent in the previous year. The total volume of sales, however, is slightly less

than that of the preceding year owing to a decrease in the average quantity used. The use of toilet waters showed a loss of approximately 2½ per cent or virtually the same amount by which the use of perfume increased. There was practically no change in the use of face powder either in volume of sales or in percentages.

Numerous interesting facts and comparisons are brought out in the survey which, for reasons of space, cannot be presented in an article of this sort. Figures showing the percentages of perfumes and other articles purchased on odor alone, on brand name alone, and on a combination of odor and brand name are given. The products of individual manufacturers are classified and listed in order of popularity as shown by consumer purchases together with changes which have taken place in this ranking during the past year. Accompanying them are figures on the volume of advertising done by the respective manufacturers in the district.

Naturally, only a small section of the survey is given over to soaps and cosmetics. Divisions covered in the survey include grocery products, tobacco products, musical instruments, radio, automobiles, wearing apparel, shoes, pens and pencils, household appliances, building and equipment and family habits. The whole is presented in clear understandable form and well printed and bound. An appendix contains advertising data together with considerable information regarding the *Milwaukee Journal*, which sponsored the survey.

PROPOSED FREIGHT RATE RISE HEARING

Hearing in I. and S. 2748, soap and soap powder between points in Western Trunk Line territory and Illinois Classification territory, was held before Examiner Carter in Chicago recently. C. W. Galligan, chairman of the Illinois Freight Association, and W. J. Kelly, of the auxiliary committee of the Central Freight Association, presented the general outline of the contentions of the carriers, on which the reasonableness of the rates, published to take effect September 1, was based. The carriers proposed raising commodity rates on soap, soap powders, and cleansing compounds to full fifth class from Missouri River cities to points in Western Trunk Line territory, and in Illinois Classification territory, which would mean an increase of from 2½ to 9 cents a hundred pounds.

Mr. Willey, traffic manager for Procter & Gamble, and C. D. Dooley, traffic manager for Peet Brothers, in opposing any increase of rates on soap, declared that, if the program of canceling all commodity rates on soap and instituting fifth class rates went into effect, it would mean an average increase of 46 per cent.

Exhibits were introduced by representatives of the soap manufacturers to show that, contrary to the contentions of the carriers, where there was actual movement on soap, commodity rates were the rule.

Most Profitable Paper

Standley Extract & Remedy Co., Flavoring Extracts, Toilet Preparations, Etc., Springfield, O.

The PERFUMER is the best and most profitable paper printed for the extract and perfume manufacturers.

It keeps us posted on all changes of the alcohol regulations and in the laws that would not reach us until such time as the Government issues a bulletin.

The market reports are a valuable guide to the buyer.

We have taken the paper too long now to even attempt to get along without it.

Determination of Vanillin

Report on Rapid Colorimetric Method Read

by J. W. Sale Before Official

Agricultural Chemists

WASHINGTON, November, 15.—Reports submitted at the 42nd annual convention of the Association of Official Agricultural Chemists included one by J. W. Sale of the Bureau of Chemistry of the Department of Agriculture on flavors and non-alcoholic beverages. Mr. Sale, in accordance with recommendations of the convention of last year, acted as referee in connection with additional work done on the Folin and Denis rapid colorimetric method for the determination of vanillin and on the analysis of non-alcoholic flavors.

Recommendations submitted by Mr. Sale as referee included:

1. That the Folin and Denis rapid colorimetric method, described in the referee's report for 1924, for the determination of vanillin in vanilla extract and its imitations be adopted as an alternate official method (final action).

2. That the polariscope method described in his report, for the determination of oils of lemon, orange, and limes, in corn oil, cottonseed oil, peanut oil, and mineral oil be adopted as a tentative method (first action).

3. That the steam distillation method for the determination of essential oils in non-alcoholic flavors, described in the report of the referee for 1925, be subjected to further tests.

In submitting his report Mr. Sale noted that in a previous report prepared by himself in collaboration with J. B. Wilson it had been observed that caramel interferes with the determination of vanillin by the Folin and Denis method. In that report four commercial samples of caramel were analyzed by the method in question and found that they apparently contained 4.32, 4.06, 0.78, and 0.58 per cent vanillin, respectively, when they were dissolved in 47.5 per cent alcohol. When the method was applied to a solution of caramel in 95 per cent alcohol, negative results were obtained.

Continuing, Mr. Sale said: "In order to determine whether or not the usual quantity of caramel present in artificially colored imitation vanilla extracts introduces an appreciable error when this method is used, C. H. Badger, at the request of the referee, prepared and analyzed nine synthetic samples which simulated true vanilla extract in appearance and flavor. They consisted of 0.5 per cent of vanillin, 0.8 per cent of caramel, about 20 per cent of alcohol, and water. The addition of 0.8 per cent of caramel gave the synthetic solutions the appearance of a rather dark colored true vanilla extract. The samples of caramel used represented nine brands manufactured by eight firms. They were first made up into a five per cent solution using 47.5 per cent by volume of alcohol as a menstruum. Another synthetic sample had the same compositions as those just described except that it contained no caramel. All ten samples were analyzed for content of vanillin by the method of Folin and Denis."

After presenting a table showing the interference by caramel with determination of vanillin, Mr. Sale continued: "The colors produced by caramel were generally of a dif-

ferent shade of blue from those produced by vanillin but were sufficiently like the true color to be mistaken for it by an inexperienced analyst. In order to obtain correct results by the Folin and Denis method, it was found necessary to make up the dilute standard vanillin solution each day from a one per cent alcoholic solution because dilute vanillin solutions deteriorate on standing over night. Comparison of colors should be made immediately after addition of reagents to sample and standards as the standards tend to become cloudy on standing which vitiates the results.

"While all the brands of caramel gave a strong test for vanillin, the proportion of caramel ordinarily used in imitation vanilla extracts is so small that the figures for vanillin are not materially affected. In view of these data the referee believes that this method may now be adopted as an alternate official method.

"Last year, the referee reported satisfactory results obtained by J. B. Wilson using the polariscope method for the determination of oils of lemon and orange in corn oil, cottonseed oil, and mineral oil. However, it was deemed advisable to extend the experimental work and this has now been done. Polariscope readings were made by collaborators other than Mr. Wilson on the samples reported last year and new samples were prepared and readings made by three collaborators. The new samples consisted of oils of lemon, orange, and limes dissolved in corn oil, cottonseed oil, peanut oil, and mineral oil. Seventy-four samples have been analyzed and since each polariscope reading reported in the tables is the average of five readings, a total of over 900 polariscope readings have been made by the collaborators.

"It is believed that the data warrant the adoption of the polariscope method as a tentative method."

Propose Cosmetics Law

A bill to curb "unscrupulous manufacturers who are producing a variety of cosmetics containing highly toxic ingredients without warning or restraint" will be submitted to the next Massachusetts Legislature by the State Department of Public Health, says an *Associated Press* despatch.

Regulation of cosmetics under the pure food and drug act went out in 1917, when the law which included them was repealed and another was adopted which resembled the national law. Cosmetics do not come within the provision of either of these laws.

The bill proposed provides a fine of not more than \$100 for a first offense and not more than \$500 for subsequent offenses. It excepts prescriptions of physicians and dentists and certain nationally approved substances.

A Hint for Auto Advertisers

The following is a gratuitous suggestion for an advertising slogan—"Brake linings are cheaper than coffin linings."—*Houghton Line.*

FLAVORING EXTRACT PATENT

A patent (No. 1,602,183) was granted October 5 to Edgar G. Thomssen of Winona, Minn., assignor to the J. R. Watkins Co. The patent is entitled "Product for Dissolving Essential Oils." It relates particularly to solvents for use in the manufacture of flavoring extracts. The inventor states that alcohol has been generally employed as a solvent for essential oils, flavoring oils, organic flavoring synthetics, gums and resins and especially those which are applicable to the production of flavoring compounds for food products; but, because of the present legal restrictions surrounding its use, it is highly desirable that some other solvent be employed for the purpose.

The inventor also states that he has found that the esters produced from hydroxy acids possess high solvent actions upon the flavoring organic compounds and in addition possess other desirable characteristics.

The claims made under the patent are as follows:

1. A flavoring extract consisting of a flavoring material dissolved in an ester of hydroxy acid.
2. A flavoring extract consisting of a flavoring material dissolved in ethyl lactate.
3. A flavoring extract consisting of a flavoring material dissolved in an ester of a hydroxy acid and containing an alcohol.
4. A flavoring extract consisting of a flavoring material dissolved in ethyl lactate and containing an alcohol.

PROPYL ALCOHOL AS A SOLVENT

In the circles of the cosmetic and pharmaceutical industry, doubts are entertained as to how far the use of propyl alcohol is admissible. The high price of non-beverage alcohol offers a great inducement for the increased application of propyl and isopropyl alcohol to replace tax-paid alcohol. In the report of the German government health office of Feb. 28, 1926, it is stated that the conditions today are similar to those in the year 1906. At that period the extremely poisonous methyl alcohol was put into use for the preparation of healing and cosmetic products, and at that time the futility of its use was emphatically pointed out by the government authorities, and the sale of products which contained methyl alcohol, no matter whether these were intended for internal or external application, was forbidden.

The judgment is cautiously expressed, in assuming a position regarding the use of propyl alcohols:—according to the result of the pharmacological investigation, the secondary propyl alcohol (isopropyl alcohol)—only this should come into use for economic reasons—is to be credited at least with a stronger action than is the ethyl alcohol. Concerning its action in the human body we are not yet sufficiently informed. Further, the preparation of certain products, e.g., French brandy, by the use of propyl alcohol is not to be sanctioned without forethought when it is considered that such preparations may find use also for medicinal purposes, and in this way effects harmful to health are not excluded. The government health office is only able to warn against the use of isopropyl alcohol in place of ethyl alcohol for the preparation of medicines. Recipes in the German Pharmacopoeia are not allowed to be prepared with any other alcohol than with ethyl alcohol.

In the decree of the Prussian Ministry for the Public Welfare dated March 10, 1926, it is stated: "Also such tinctures and products which are to be prepared with alcohol,

for which no prescriptions are contained in the German Pharmacopoeia, would have to be objected to in the drug stores if in their preparation propyl alcohol is used instead of ethyl alcohol. A distinction between internal and external use is not to be made. In case propyl alcohol should be used for the purposes in question its use is to be forbidden."

While the preceding considerations concern in the first instance the pharmaceutical industry, they are also of great interest in the cosmetic industry. When it is stated in the legal judgment that a distinction between preparations to be applied internally and externally is not to be made, it is concluded from this that probably the use of propyl alcohol for hair washes, Eau de Cologne and other cosmetic products containing alcohol is to be questioned. As to how far this is justified remains to be decided. The producers of cosmetics in order to remain able to compete, are compelled, in view of the price of alcohol, to look around for substitutes for ethyl alcohol. Isopropyl alcohol therefore now comes into consideration as a substitute.

It is true that from the pharmacological viewpoint one must agree with the foregoing judgment. There exists only a graded distinction whether the propyl alcohol is used internally by application to medicine or externally in the production of cosmetics. In both cases it becomes absorbed, and may without doubt manifest its toxic properties. Concerning the toxic action of propyl alcohol in the human body extensive experiments are not available it is true, however Kolbert expressly points out the dangers of the use of propyl alcohol at a time when there was not yet any thought of applying it in cosmetics or pharmacy.

PURE FOOD AND DRUG NOTES

In this department will be found matters of interest contained in FEDERAL AND STATE official reports, etc., relating to perfumes, toilet preparations, flavoring extracts, soaps, etc. It is advisable also to look at our WASHINGTON CORRESPONDENCE, SOAP SECTION and other departments for further information.

Bureau of Chemistry Notices of Judgment

Among the rulings published in the service and regulatory announcements of the Bureau of Chemistry including rulings Nos. 14,301 to 14,350 is one of interest to our readers. It is a case of alleged misbranding of vanilla extract, alleged to have been shipped by the Fulton Manufacturing Co. of New York. Adulteration was alleged from the fact that substandard vanilla extract had been mixed and packed with the article and misbranding from the fact that the statements on the label were misleading, but it was offered for sale under the distinctive name of another article, and that the quantity was not plainly marked on the outside of the packages. The Court ordered the product destroyed by the marshal when no claimant for the goods appeared.

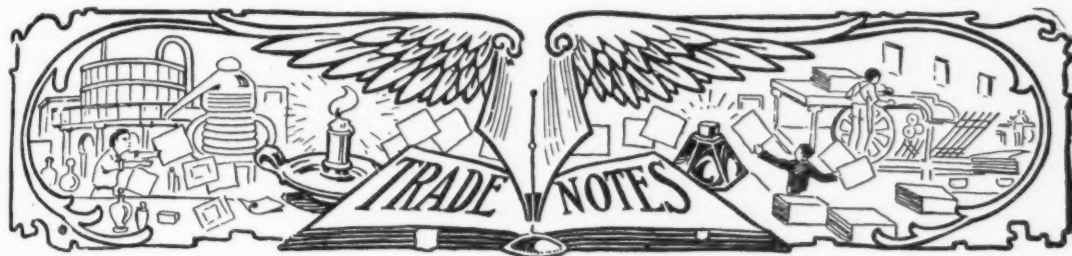
No olive oil cases were reported in this group of rulings.

Pennsylvania Beverage Law in Operation

Forty soft drinks bottling plants have been closed in Pennsylvania during the past year because they could not meet the requirements of the new beverage law enacted at the 1925 session of the Legislature, states Dr. James W. Kellogg, director and chief chemist, Bureau of Foods and Chemistry, State Department of Agriculture. As a result, no soft drinks are now being bottled in the State in unsanitary buildings.

Dr. Kellogg says: "Our records show that over 800 plants are now operating and registered for 1926."

*From *Deut. Parfum. Ztg.*, Vol. 12, No. 6.



The United States Industrial Alcohol Company has acquired through purchase the plant of the Crystal Chemical Company at Anaheim, Calif. Purchase of this plant will give the company substantial additional productive capacity and will assist it in meeting the increasing demand for its product. The property will constitute the first manufacturing unit of the company on the Pacific Coast.

The United States Alcohol Company, a California corporation, has been formed to own and operate the plant. In addition, it will handle the distribution in the Pacific Coast territory of the products of the United States Industrial Chemical Company, which at present enjoy a wide market on the coast. The new California subsidiary is capitalized at \$500,000.

Senator Eugene Charabot of Charabot & Co., Grasse, gave a dinner to the Ungerer organization Monday evening, November 8th, at The Lion d'Or Restaurant, 59 W. 24th St. Those attending were: Dr. Charabot, W. G. Ungerer, F. H. Ungerer and the following members of the Ungerer staff: Charles Fischbeck, R. B. Stoddard, H. B. Moore, George Branigan, J. Lenihan, Robert Slater, J. Fonss, Joseph Oestel, M. S. Butler, William Brogan, Adam Schutz, J. Leoni, J. L'Homme, Hung Kwang, J. Fanelli, Mabel L. Owen, Anna G. Farrel, Mrs. Emma Collon, Ruby Hunter, Helen Gruning, Sigrid Sealund, Sadie Sandler, Henrietta Owens, M. Schaeffer, Dorothy Merker, M. Devlin, H. Campbell and M. Hansen.

Guests of honor were Mlle. Damia and Mr. G. Salvago. Mlle. Damia of "A Night in Paris" sang several of her imitable French songs to the great enjoyment of every one.

The dinner was followed by an extensive program of vaudeville. The entertainers were,—Miss Marya Kozlow, in novelty dances; Sherman & Ryan, known over the radio as "The Record Breakers;" James Devins, monologist; Miss Helen Brennan, comedienne; Miss Marjorie Carmody, acrobatic dancing; Patti McKenna-Dale, in a novel three act minstrel show; Foster Welsh, the One Man Band and Albert Gumble, pianist. Following the entertainment there was dancing.

The Rotary Club meeting of October 27th at the Pickwick Inn, Greenwich, Conn., was addressed by several speakers, among them Senator Eugene Charabot who spoke on Franco-American relations.

Senator Charabot represents his Department of the Alpes-Maritimes in the French Senate and is himself an International Rotarian. His recent election to the Senate was gratifying to his many American friends.

Senator Charabot sailed for France on the *Paris*, Nov. 13, in order to reach Paris in time for the re-convening of Parliament.

William R. Warner & Co., manufacturing pharmacists, who are prominently identified with the Pharmaceutical industry, contributed \$50,000 November 11 for a new \$300,000 building for the St. Louis College of Pharmacy, St. Louis, Mo.

On October 21, about thirty-five friends of Robert S. Arcularius gave a dinner in his honor at the Advertising Club, New York City. The dinner was given in celebration of the thirty-fifth anniversary of Mr. Arcularius' connection with Mulhens & Kropff, Inc., manufacturers of perfumes and toilet preparations.

Mr. Arcularius joined the latter concern in 1891 as an office boy, part of his duties being to call at the General Post Office to get the mail. During the next few years he progressed through various office positions with such credit to himself that when the firm decided to broaden its Southern business in 1895, Mr. Arcularius, then twenty-one years of age, was selected by Mr. Kropff to handle the line in that territory. During the next seventeen years, covering that section of the country, he was largely responsible for the steady growth in business which Mulhens & Kropff, Inc., enjoyed there during that period. In 1912 he was transferred to the metropolitan territory of New York, which he has worked for the last fourteen years with much success.

The officers of Mulhens & Kropff, Inc., were guests at the dinner. After an excellent repast, Mr. Arcularius was presented with a Tiffany watch and chain as a gift from his employers. William Kropff, president of Mulhens & Kropff, Inc., in presenting this gift, spoke feelingly of Mr. Arcularius' long connection with the company and his many years of faithful service. He told how much such services meant to the individual and to the company, and the inspiration of such service to the sales force.

William F. Kropff, vice-president, was also a speaker at the dinner, and Daniel J. Mulster, treasurer, gave a sketch of the career of Mr. Arcularius and a tribute to his long service with the company.

In addition to the gift of the company, Mr. Arcularius received from his friends a silver cocktail set. Both the watch and the set were suitably inscribed in commemoration of the occasion.



ROBERT S. ARCULARIUS

Dr. Albert Verley, head of Etablissements Albert Verley, Ile St. Denis, near Paris, France, arrived in New York recently, on the *France*, to call on the trade here and renew acquaintances with scientific and technical men connected with the industry.

One of his first calls was on Dr. Marston T. Bogert, professor of organic chemistry, Columbia University. Dr. Verley and Dr. Bogert had been acquainted for many years through contributions of both to the scientific press, and have much in common in that both are engaged in the research and scientific side of aromatic chemical production. Dr. Verley inspected the new Chemistry Building at Columbia University.

Dr. Verley is now in Chicago calling on the trade in that city and in the Middle West with David A. Bennett, vice-president of Albert Verley, Inc., which represents Etablissements Albert Verley in the United States.

On page 480 will be found the first public report by Dr.



D. A. BENNETT, DR. ALBERT VERLEY

Verley covering latest developments in his research on lemon oil citral. We are fortunate in being able to announce that Dr. Verley will, from time to time contribute other articles covering the results of his important experiments. "I am glad at the time of my voyage to America where I have received such a cordial flattering welcome on the part of all those to whom I have been

introduced and particularly on the part of Professor Bogert, to give to THE AMERICAN PERFUMER the first report appearing on the matter," wrote Dr. Verley in submitting his article.

Dr. Verley is one of the best known chemists in Europe, specializing in aromatics. Etablissements Albert Verley are prominent manufacturers of aromatic chemicals and synthetics, and their products are well known in the United States. This is Dr. Verley's first visit to this country; but, in an interview with the Editor, he stated that he would, in the future, be a frequent visitor and that he was greatly impressed by the spirit of progress shown in the trade in the United States. The first of a very attractive series of inserts of Etablissements Albert Verley will be found between advertising pages 72 and 73.

Marcel Guerlain of the French perfume house bearing his full name, sailed on the *Paris* November 13 after a month's visit to New York. While here he arranged for the management of Marcel Guerlain, Inc., a New York corporation, which will represent the Paris house, at 505 Fifth avenue.

Jean Le Bloas is an executive officer of the company; and the sales management, we understand, will be in the hands of Frank Carpenter through the American perfumery industry.

Reports have been current in the trade for the last few days to the effect that V. Vivaudou, Inc., New York, had purchased the plant and business of the Melba Manufacturing Co., of Chicago.

Details regarding the purchase are lacking. In an interview with the Editor, Thomas J. McHugh, president of V. Vivaudou Inc., admitted that negotiations had been carried on by V. Vivaudou and Melba, looking forward to the ultimate purchase of the Melba business, but stated that these negotiations had not been complete and that he could

make no formal announcement as to the proposed purchase.

Melba Manufacturing Company was founded by the late Francis W. Jones in 1905. Mr. Jones, with the aid of a German chemist, devised the Melba formulae. The preparations were named for Mme. Melba, the singer, who was a personal friend of Mr. Jones.

At the outset, the firm went under the designation of the German Oil and Chemical Co. with an address in Chicago and one in Germany. Advancement of the business soon forced enlargement of the facilities of the company, and Mr. Jones purchased the interest of his partner.

In 1912 the Melba Manufacturing Company was incorporated for \$10,000. The business continued to expand and in 1916 a modern plant and general offices were built.

Mr. Jones died in November, 1925. The business was continued by his associates in the company, and Albert G. Jones, a brother of Mr. Jones, was elected president.

V. Vivaudou Inc. was founded by Victor Vivaudou in

1915. The company made rapid progress in the toilet goods industry and late in 1924 was purchased by David A. Schulte. Thomas J. McHugh, who had originally interested Mr. Schulte in the perfume business, was elected president and has since been in control of the company and its policies.

Early this year, the company assumed control of the Alfred H. Smith Co. of New York. The reported purchase of the Melba Manufacturing Co., if that deal



THOMAS J. MCHUGH

is finally confirmed, is in line with its policies of steady progress and expansion which has been especially rapid and satisfactory since the management of the business was placed in the hands of Mr. McHugh.

As we go to press we learn that negotiations are also pending for the acquisition of another outstanding company in the toilet goods field.

V. Vivaudou, Inc., reports for the quarter ended September 30 profit of \$369,405 after expenses, depreciation and other charges but before Federal taxes. This compares with \$306,668 before taxes in the preceding quarter.

New Mix Products Co. was succeeded by the Gilmont Products Corp. October 30 when the latter officially became incorporated under a Delaware charter with 50,000 shares of no par value. The offices and laboratories are located at 11 West 45th street, New York City, and the new company plans to continue at that address for some time.

The officers are Montague Marks, president; Sampson Smith, vice-president and treasurer; and Gordon MacGregor, secretary. In addition to the foregoing, Robert Gilmor and Benjamin Smith, both of whom are members of the New York Stock Exchange are directors. Mr. Marks will act as general manager.

The company manufactures New Mix Dental Cream and owns sixty-three patents in the United States and abroad on its tube within a tube. Under its new management, the company has undertaken a test sales campaign in eastern Pennsylvania and if successful, will continue this method of developing the business intensively.

B. T. Babbitt, Inc., Albany, N. Y., has applied to the New York Public Service Commission for approval of a franchise for the installation of an additional switch track by the Delaware & Hudson Railroad Company to its plant on Church street, Albany. The company stated that its present one-track switch is insufficient.

Baronet Mills, Inc., College Point, N. Y., begins on advertising page 94 the first of a series of announcements calling attention to the body dusting puffs which it manufactures. A. A. Slade, who was formerly manager of one of the largest powder puff plants, is president of the company and M. A. Belkoff, who has been associated with the pile fabric industry, especially in the creative end, for about fifteen years, is treasurer and superintendent.

For the nine months ended on Sept. 30 the United Drug Company shows a net profit of \$5,453,609, after depreciation, ordinary taxes, interest, etc., but before Federal taxes, as against \$4,468,157 in the similar period of last year. For the September quarter the company's profit was \$1,712,113, as compared with \$1,650,241 in the third quarter of last year. Calculating Federal taxes on a 13½ per cent basis, the profit for the nine months this year is estimated at \$3,008,095, equal, after preferred dividends, to \$8.76 a share earned on 343,097 average number of shares outstanding during the period, as compared with \$7.52 a share on 332,105 shares in the same period last year. For the September quarter the indicated profit was \$1,480,977, or \$2.65 a share, against \$2.67 a share in the third quarter of last year.

Edwin Ross, second vice-president, secretary and a director of Woodworth Inc., Rochester, N. Y., resigned on October 1, and as far as we are informed has made no plans for any other active business life. He continues as a stockholder in the company. Chauncey C. Woodworth is the president, S. E. Woodworth first vice-president, and Hugh Satterlee, treasurer. At the next meeting of the board, the offices vacated by Mr. Ross are expected to be filled.

Mr. Ross has had a very interesting career in the industry, having held a responsible and confidential position for many years with Armour & Co. of Chicago during the active management of the late Philip D. Armour, and thereafter, and of more recent years with Richard Hudnut in charge of sales, and in the past ten years with Woodworth in a general executive capacity.

A. J. Krank Mfg. Co., manufacturers of perfumes and toilet requisites, St. Paul, Minn., are now established in a new building. The new plant was necessary to take care of the rapidly increasing business of the company. It is located on University avenue at Linhurst and was erected at a cost exceeding \$500,000.

Mr. Krank began his business career in 1883. A few years later he decided to add barber and beauty parlor equipment to the line of cutlery in which he originally established himself.



ALFRED J. KRANK

He became acquainted with Dr. N. Lehman, a chemist. For a number of years Dr. Lehman and Mr. Krank studied the skin, hair and scalp in a search for products which would add to health and beauty. Mr. Krank soon began the manufacture of some of these products and the distribution of them increased rapidly.

By 1910 it had grown to such an extent that the A. J. Krank Mfg. Co. was organized and incorporated under the laws of Minnesota.

A few years ago Mr. Krank recognized the importance of increasing factory space and bought the building at 136 East 6th street, St. Paul. It was only a short time after the purchase of this building that conditions warranted still larger space. In April of this year ground was broken for the greatly enlarged factory on University avenue, and the company moved into it during the latter part of October.



NEW HOME OF A. J. KRANK MFG. CO.

Mr. Krank heads two closely allied concerns, the A. J. Krank Mfg. Co., which has just completed its new home, shown in the accompanying photograph, and Alfred J. Krank, which supplies beauty parlor operators and barbers with cosmetics, furniture and other articles.

Mr. Krank states that he attributes the success of his business to the fact that he has not been content to confine it to local or even domestic operations. He has always been a strong believer in world wide distribution, and he is very proud of the fact that the sales of his company extend to all parts of the civilized world. The steady growth of the Krank business is a tribute to its founder's initiative and farsightedness.

Back in 1911, there was only one style of hat that could be used for all occasions. In fact, there was only one kind of a hat that a man could wear and consider himself dressed, and that was the derby. Unlike the conditions of today when the brim of a hat is just for one purpose, and the tendency is to get as many different kinds of shapes to one style of hat as is possible; in the good old days the brim of the derby had to stay put, so the hat manufacturers passed the word out that when laying the hat down it should be put on it's side rather than on it's brim.

The appearance of the inside of the hat was no where to be compared with the outside. It didn't have the finish, yet here was a real opportunity to display quality. So N. M. Stanley the father of the Stanley Manufacturing Company conceived the idea of decorating the inside so the owner would be able to show his initials in gold on the inside of that hat. But gold initials on anything except metal would not stay gold very long on a hat, and metal would not stick to felt.



GEORGE F. STANLEY



NEW BUILDING OF STANLEY MFG. CO., DAYTON, OHIO



N. M. STANLEY

Study and experimentation developed the idea of putting a back on this metal and attaching the backing to the hat. Here was born the idea of the Stanley decorative art medallions. The clerk in the haberdashery used as a selling argument for the higher price hats that he would put gold initials in the buyer's hat, and for years one traveling man representing the Stanley Manufacturing Company traveled this country and sold hat initials, enough initials to permit the plant to struggle along and figure on new ways to use this idea.

Soon after the birth of the Stanley Manufacturing Company, along came the Dayton flood and the company was worse off than before it started. It had debts and no plant, but its members believed in the idea and they started to work again, the one traveling man canvassing the country while the officers and the workmen at the factory produced the seals.

If these initials could decorate a hat, why not decorate individual stationery. So as a companion to the hat initials, came the initials for the decoration of letters and envelopes. By this time the newer school of advertising began to crystallize in the effort of having the idea appeal to the eye as well as to the taste and sense of smell. It was rapidly taking hold. The customers were beginning to look for attractive packages, feeling that he who took good care to see that the outside of his packages were attractive and worth while would certainly be just as careful in the selection of the materials that went on the inside.

Modern manufacturers of articles that particularly appeal

to the sense of smell—those desiring to attract the eye of especially the women buyers, were quick to see an opportunity in the array of finishes which could be had if their labels could be made of metal. So starting from the manufacture of initials, the Stanley Manufacturing Company found itself confronted with a wonderful field for the working out of new ideas to decorate the shelves of the merchants stores to attract the eye of shoppers.

All this time there was a constant experimenting to develop more permanent finishes; in fact, to make something that was just as permanent as was the article on which it was placed. There were a great many discouragements and handicaps, but in 1920 the company found itself facing the situation of being unprepared to take care of the remarkable rush on this new idea in advertising. So a new building was contracted for and the manufacturing facilities were more than quadrupled. All this time there was a constant experimentation to make the seals just as permanent as

the article on which the design or medallion was placed.

The embossed design and the beautiful metal finishes resembling so much the real sculpture, lent themselves particularly to the Christmas spirit, and here a new idea was thought of, the placing of the art-metal decoration on Christmas greeting cards. This quickly developed a real demand from those who wanted something distinctive, so that in the short space of four years the Christmas greeting card business made it necessary for the Stanley Company to increase its manufacturing facilities by over 500 per cent.

This year the company found its labels used to a larger degree than ever in decorating gifts. To take care of this increased demand it has been necessary again to double the manufacturing facilities. The cut shows the new building which has just been added to the facilities of the Stanley Manufacturing Company.

The officers of the company are: George F. Stanley, president; N. M. Stanley, vice-president; and Myer H. Stanley, secretary and general manager. N. M. Stanley is now in Europe in the interests of his company having sailed on the *Adriatic* on October 30.

The American Solvents & Chemical Corporation has improved the processes used at its Albany plant. The improvements have necessitated the installation of new equipment which will increase the present capacity of the plant considerably.

J. L. Grotta, treasurer of the M. Stein Cosmetic Co., 430 Broome Street, New York, has been named chairman of the organization, which will work in the cosmetics trade to help raise the \$5,000,000 endowment fund for the National Farm School within the next three years. The appointment was made by Adam L. Gimbel, vice-president of Saks, Fifth Avenue, and chairman of the Business Men's Council of the National Farm School Expansion Project.

The many friends of E. Moulié will be interested and gratified to learn that after a rather serious illness he has again started business. A recent copy of the San Diego, Cal., *Daily Transcript* contains a legal notice that he is transacting business as sole owner under the name of E. Moulié Floral Perfumery Co. Mr. Moulié writes that he is improving in health steadily and that his business is progressing favorably and again renews his subscription to this journal.

Sewall H. Corkran, who is eastern representative for A. H. Wirz, Inc., Chester, Pa., and Wm. Buedingen & Son, Rochester, N. Y., has a real golf story to tell.

Playing a foursome with A. F. Kammer, vice-president and New York manager of Carr Lowrey Glass Co. of Baltimore, Md., A. D. Henderson of the California Perfume Co., New York City, and William H. Gunther, president of George Schmitt & Co., Inc., Brooklyn, N. Y., on the lower course at Baltusrol, he made the 190 yard twelfth hole in ONE. This is the same course over which the National Amateur Tournament was recently played.

Mr. Corkran has been golfing about fifteen years but admits that this is not only his first hole-in-one but the first one he has ever seen. Needless to say, there was a spiritual celebration at the 19th hole when the round was completed.



SEWELL H. CORKRAN

The Brokay Co., Miami, Fla., has been organized by the manufacturers of "Best Yet" products and now has plans under way for the erection of a new plant. The new company is capitalized for \$30,000 with L. A. Brown as president, J. Rubin, vice president and John F. McKay, treasurer and sales manager. Among the products which will be marked under the "Best Yet" name are liquid soaps, deodorizers, flavoring extracts and perfumed sprays.

Clark C. Stockford, who formerly conducted the C. C. Stockford Co., advertising agency at Toledo, Ohio, has become associated with Lucille Buhl, Inc., New York, manufacturer of cosmetics and toilet articles, in the capacity of sales manager. He has sold his interest in the Stockford agency.

St. Denis, New York, manufacturers of bath salts and perfumes, has appointed the Lawrence Fertig Company, Inc., New York advertising agency, to direct its advertising account. Business papers are being used.

R. C. French has purchased the business of A. J. Hilbert & Co., manufacturers of perfumes, flavoring extracts and toilet articles, and has moved the business from Milwaukee, where it has been located for about sixty years, to De Pere, Wis. Mr. French is head of the Lange Co., manufacturers and dealers in proprietary remedies, flavoring extracts, and spices.

A large warehouse has been purchased in De Pere and now houses the Hilbert business and the Lange Co.

A. J. Hilbert & Co. had been under the management of the late A. J. Hilbert for many years, the business having been established approximately sixty years ago. It was incorporated as the A. J. Hilbert & Co. in March, 1904. When A. J. Hilbert died during the early summer of 1926, Mr. French became interested in the company. He purchased the business and took full control about October 1. Immediately thereafter, the move to De Pere was made.

Mr. French announces that the business will be continued along the same lines as heretofore and that the manufacturing chemist in charge of operations and the complete sales force of A. J. Hilbert & Co. have been retained.

The officers of the concern are R. C. French, president and treasurer; Emil Marquardt, secretary. Mr. Marquardt has been actively connected with the company for more than forty years. In addition to the officers, Peter Anschuetz of Milwaukee has been elected a director of the concern.

Mr. Anschuetz is also a stockholder of the company and has been connected with its activities for approximately twenty-four years. He will continue to act as Milwaukee representative.

When interviewed by the press regarding his purchase, Mr. French said: "This plant and business that I have just purchased has been located in Milwaukee for over sixty years. It has not only a large trade in this country but also in Hawaii, Japan and the Philippines. The sales in this country now cover principally Wisconsin, Minnesota, North and South Dakota, Illinois, Michigan, Ohio and Indiana, but there are also representatives in other states. A. J. Hilbert & Co., for many years sent representatives annually to the far eastern countries where a large trade was worked up.

"This concern will be entirely separate from the Lange Co., but we will occupy part of the Lange company's plant, moving the material now stored in the plant to the warehouse on Front street, and installing the A. J. Hilbert & Co. machinery in the space vacated in the Lange company's building."



R. C. FRENCH



THE LATE A. J. HILBERT

Louis L. Rapin, assistant manager of Etablissements Chiris of Paris and Grasse, who arrived in this country September 14 on the *Antonia*, has returned from an extended trip through Canada and the Middle West in the interest of the Chiris Company.

In an interview with a representative of THE AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW, Mr. Rapin said that he found conditions in this country quite satisfactory for his firm. Speaking about the situation in France, Mr. Rapin was very optimistic.

He indicated that business men were operating more confidently than they had been for several years. The return of M. Poincare to the Premiership had, according to Mr. Rapin, been attended by a more or less unusual truce among the numerous political parties in France.

Heavy taxes were levied and have actually been collected, and it is found that the treasury balance is now sufficient to take care of the necessary expenses of the government and to help considerably in the amortization of the debts. This has resulted in a gradual tendency of the franc towards stabilization.

Regarding conditions in Grasse, Mr. Rapin said that there has been a steady broadening in activity, especially in cultivation of *jasmin*. He believes that the increase in the demand for natural perfume materials which has been in evidence during the past few years, will continue to broaden and does not think that natural products are in any danger at all from the competition of synthetic materials. The demand for natural products is larger than it has ever been. In regard to high-grade materials, even if chemical substitutes are developed, it has been the experience in the finer materials that they are frequently as costly if not more so than natural flower products.

Continuing the interview, Mr. Rapin said, "The great consumption of perfumes and cosmetics has resulted in an increased demand for both synthetic and natural materials. Many of the so-called synthetics contain or are really blends of chemical and natural products. It has been the experience of the Chiris interests that when unusually high prices for natural materials lead to a curtailment in the demand from the ultimate consumers, the manufacturers of synthetics came into the market for natural materials and the net result was the same. In other words, where twenty-five years ago the floral products were sold almost exclusively to perfumers, the market is now divided between the perfumers and the manufacturers of synthetics and chemicals.

"I have noticed a rather keen interest in the lavender situation probably on account of the many variations in prices which prevailed since the opening of the new crop. The high prices 2 or 3 months ago were due to an apparently poor yield of oil, but after the crop was in, prices dropped quite abruptly. This was due to the fact that many of the peasants had held over part of the oil from the 1925 crop. They followed this course because of the gold value of the oil, preferring to keep merchandise that possessed a stand-

ard gold value rather than paper currency which was continually depreciating in value. The high prices prevailing in August and September, 1926, brought out much of this oil, not only because it seemed to be a good sale at the time, but also because the peasants were unable to hold it any longer.

"The whole stock available, even if the new crop and the carry-over is taken into consideration, seems to be insufficient for consuming needs in an average year. The 1926 crop amounted to about seventy tons. Estimates of the carry-over from 1925 average about twenty tons. This is still below the average quantity available in any year, which ranges from 120 to 150 tons. In view of these facts, the present price seems to be rather low and may bring about an advance in February or March when many of the soap manufacturers and other consumers buy for semi-annual requirements.

"I anticipate that the crop of lavender harvested in 1927 will probably be cheaper in price. I believe this to be the case because the percentage of oil distilled from cultivated lavender will be heavier in 1927, probably amounting to 20 per cent of the crop.

"Cultivated lavender should give a lower priced oil than does the wild lavender. This is because of the larger yield and lower labor cost. When wild lavender is harvested, there is always a fairly large proportion of weeds and other vegetation, having, of course, no perfume value. The tufts of lavender are scattered over a rather large area and this means that the harvester has to cover a considerable amount of ground to fill a bale and has to transport it over rough and steep paths to a place where the bales can be collected and taken to the distilleries. Hence both the quality and quantity of wild lavender are poorer.

"The cultivated lavender is frequently weeded and well cared for and can be harvested in large quantities by either man or machine. In addition, the fields are generally located within easy reach of good roads and often temporary distilleries are set up right in the fields for handling the crop. This allows for quick distillation with consequent improvement in both quality and yield of the oil.

"While I believe that prices will be lower in 1927, the price of lavender depends upon many other factors than the first cost of the oil, particularly upon the value of the franc. The value at which the government hopes to stabilize the franc has not yet been announced and it is and should be known only to the Premier. Recent fluctuations, however, have pointed to the figure which is commonly believed would be attempted as a stabilized value, namely about 3c.

"In regard to the quality of the oil of lavender itself, it seems to be worse than ever, not at the source of origin, but in the places where a large percentage of the crop is marketed and used, such as the United States, England and Japan. This is generally the case when the crop is short and price high.

"Too many concerns buy according to chemical tests and feel safe because their chemist did not detect any of the classical and well known adulterants used to bring up the ester contents or to bring down the price. Any essential oil or natural perfume material should be bought only for its odor value: a buyer in Grasse takes the testing paper and keeps it for hours and days, and it is only to please his fellow chemist that he gives him one or two ounces for chemical analysis. That analysis is used as a sort of safety device, or block system, which can never replace the nose of



LOUIS L. RAPIN

the buyer any more than the best of safety devices can replace the vigilant eye of the locomotive engineer.

"It is curious to see that a product like lavender, which is used for odor value which the consumer will appreciate or not in perfume, soap and other finished products, is bought like a chemical which has its specific value only on account of the percentage of certain concealed constituents. Opium is analyzed for morphine content, for it is used only for that purpose. The element of an essential oil is its typical odor and not the proportion of esters on the odor value of which there are so many different views."

In an interview with Charles A. Swan, New York manager of Antoine Chiris Co. printed in our October issue, it was erroneously stated that the company was confining its efforts to the sale of floral products only. This should have read that the company was confining itself to products of its own manufacture. Etablissements Chiris manufacture certain chemicals and synthetics and have not discontinued this line.

Announcement of the engagement of Miss Doris Stanley Mellon to Robert Burke Magnus, treasurer of Magnus, Mabey and Reynard, New York City was made at a dinner given October 23 by Miss Mellon's father, John H. Mellon, at his home in Brooklyn. The wedding will take place in the spring.

Mr. Magnus is one of the popular younger men in the essential oil industry. Virtually all of his business career has been with Magnus Mabey & Reynard, Inc. He served for a time as purchasing agent for the company. Later he traveled in the interest of the firm covering various territories. Recently he has been treasurer of the company and has carried on the duties of office manager. He is associated in the company with two brothers, P. C. and J. Baird Magnus the former president and the latter vice-president.

Under the direction of these three young men, the company has showed steady progress during the last few years and is rapidly gaining a reputation for service and efficiency. Mr. Magnus is a member of the Drug & Chemical Club.



ROBERT B. MAGNUS

The Du Pont Cellophane Company has announced the development of a new transparent adhesive for the use of manufacturers who are now machine-wrapping their products in transparent "Cellophane." The new adhesive flows very easily, gives an effective seal and lends itself to speedy production. It is of a clear colorless character that does not impair the transparency of the wrapper. It is being used extensively by large producers who are wrapping their products by machine in "Cellophane."

The Ricardo Holding Company, Inc., sold a large unrestricted plot on the east side of Cromwell Avenue, 100 feet north of 170th Street, New York City, to Izzy Cohen for immediate improvement with a five-story soap factory. The size of the plot is 150 feet frontage by 100 feet deep.

The Industrial Alcohol Manufacturers Association, 30 East 42nd street, New York City is projecting a great advertising campaign to convince the public of the value of denatured alcohol as an anti-freeze. The association has engaged the services of J. H. Newmark, Inc., advertising agents to take charge of the campaign and to work in conjunction with Dr. Lewis H. Marks who has charge of the general activities of the organization.

The members of the association have united upon the name "FreezeFoil" as a designation for denatured alcohol suitable for anti-freeze use. This name has been adopted and will appear in all of the advertising matter of the association although many of the individual members, who have adopted distinctive names for their anti-freeze formulae, will use their own trade names in addition to the "FreezeFoil" designation.

It is planned to make the campaign nationwide in scope and to this end magazines and newspapers having a combined circulation of upwards of 25,000,000 will be used. Farm papers will play a considerable part in the campaign as well as daily newspapers. The campaign centers around the word "FreezeFoil" which is called "a new name for an old friend." Statements of the U. S. Bureau of Standards to the effect that "in general, alcohol is the most satisfactory anti-freeze" are given publicity in the advertising copy.

The association expects a greatly increased demand for alcohol to result from the campaign both from new users of anti-freeze mixtures and from those who have been using products other than alcohol in their radiators during the winter months.

The Industrial Alcohol Manufacturers' Association was organized early this year and counts among its members virtually all of the producers of industrial alcohol excepting one important company which is not yet a member. Despite the fact that it is a comparatively new association, it has already accomplished much of benefit to the alcohol using industries. Under the able and energetic direction of George F. Dieterle of the Federal Products Co., Cincinnati and New Orleans, its president, and working through its other officers and committees, the association has made rapid progress in its work and will undoubtedly be able to accomplish much good in clarifying the relations between the alcohol producers and users and the government. The Freeze Foil campaign, while an important feature of the work of the association, is by no means the most important undertaking on which Mr. Dieterle and the other directing minds behind the association are working at present.



GEORGE F. DIETERLE

Soap factory of C. Bentley & Sons, near Woodbury, N. J., was damaged \$5,000 by a mysterious fire early one morning in October. The interior of the concrete block structure was badly damaged. Two motor trucks were burned, but one was saved by the firemen.

M. Schneider & Sons, Brooklyn, N. Y., have opened a new plant at 417 Hamilton Ave. The former location of the company was 32 Eagle street, Brooklyn.

Marshall Mfg. Chemical Co., Philadelphia, Pa., have moved their plant to 790-798 Wyatt Ave., Brooklyn, N. Y., where they have taken one floor of 12,000 square feet, specially designed for the manufacture of pharmaceutical and toilet preparations. The plant is equipped with the latest automatic machinery. The company has been in business since 1915.

Dr. Charles H. Herty has resigned the presidency of the Synthetic Organic Chemical Manufacturers Association of the United States and has assumed the duties of Advisor to the Chemical Foundation, Inc. Dr. Herty will devote his entire time to the work of the Chemical Foundation



DR. CHARLES H. HERTY

and will have his offices at the general offices of the Foundation, 85 Beaver street, New York City. For the present, an executive committee of the Board of Governors will be in charge of the activities of the Synthetic Organic Chemical Manufacturers Association. Dr. Herty has been president of the association since its inception in 1921. He rose to prominence in the industry when editor of the *Journal of Industrial & Engineering Chemistry*. At the close of the war when he held that position, President Wilson selected him to go abroad in connection with the arrangements necessary for the handling of the German reparations dyestuffs. Prior to his connection with the publications of the American Chemical Society, Dr. Herty was professor of chemistry in the University of North Carolina. He is a member and past president of the American Chemical Society and a member of numerous other bodies.

The Metal Package Corporation announced for the first time in our October issue, the application of the well known "Amerseal" cap principle to lithographed cans. This style of cap has been used as a closure for glass containers for a long time. Its application to metal containers is a new feature of the service of the company which announced the new development in closures with an attractive full page advertisement.

On page 506 of this issue appears a brief review of a circular issued by the American Metal Cap Co. manufacturers of "Amerseal" closures which describes the new development of the company and announces that the Metal Package Corporation has been appointed to handle the sales of the new product.

Waterbury Paper Box Co., Waterbury, Conn., celebrated on the evening of November 8 the 25th anniversary of the company under the present management, the concern being the successor of the R. E. Hitchcock Co., which was later the A. C. Northrop Co.

Following a theater party which was enjoyed by the 200 employees and officers of the company, dinner was served at the Hotel Elton, Waterbury. The dining room was decorated with Southern smilax and American flags, with a large sign bearing the words "Waterbury Paper Box Co., 1901-1926" over the table occupied by the older employees.

After a musical program, dainty vials of perfume in green satin bags were given to the ladies and boxes of toilet preparations for the men were distributed as souvenirs of the occasion. Gifts were also presented to about 30 employees who had been with the predecessors of the Waterbury Paper Box Co., and with the firm itself since its organization. Those receiving checks were William H. Beers, John Newell, William Gallagher, Frederick Greenleaf, Elmore Bassford, Bart Buckley, Mary Kelley, Eleanor Sevnott, Mrs. Lottie Cutin, Margaret Keller, Lena Kleinart and Elizabeth Shea.

Following the dinner, Merritt L. Heminway, toastmaster



HARRY H. HEMINWAY

called on his father, Harry H. Heminway, president of the company, who outlined in an interesting way the history of the organization. At the conclusion of his address, he was roundly applauded and a paper box made about 100 years ago was presented to him to emphasize the difference between the old and the new way of making boxes. A group photograph of the employees of the old R. E. Hitchcock Co. was also presented to Mr. Heminway.

Other speakers included William H. Beers, treasurer; Mrs. Oscar Noble, formerly of the R. E. Hitchcock Co.; Frederick Greenleaf, superintendent; Edwin Campbell of the printing department; John Newell, Elizabeth Shea, Elmore Bassford and Fred L. Butz.

Since being graduated from Yale University, Bartow L. Heminway and Merritt L. Heminway, sons of Harry H. Heminway, president, have taken an active interest in the business. Bartow Heminway is identified more particularly with sales and Merritt Heminway with the production end of the business.

From the little wooden building on Canal street, Waterbury in 1901, the Waterbury Paper Box Co. has, in the last quarter century, grown into a large concern occupying its own handsome brick building and employing about 200 in the company proper and in the Heminway Press, which is affiliated with the Waterbury Paper Box Co.

Fred Butz, vice president, is well known and popular in the metropolitan territory where he represents the company. The firm is represented in Chicago and the Middle West by Charles A. Rindell, Inc.

The Armand Co., Des Moines, Iowa, in advertisements in medical journals, over the signature of its president, Carl Weeks, is asking physicians to endorse the use of its cosmetics by the doctors' women patients. The advertisement points out that women have always sought an aid and an ally in cosmetics. The several products of the company are then briefly described and the closing paragraph disposes of a general belief as follows:

"Women inquire frequently whether cold creams grow hair. It is quite within the province of the practitioner to state that if cold creams had a tendency to grow hair someone would have thought of recommending them as hair growers and have become rich in the process."

Lewis Bros., Inc., chemists and perfumers, have extended an invitation to the trade to visit them in their new building at 26 East 125th street, New York City.

Spring Stopper Co., New York City, is one of the progressive exhibitors in the Sesqui-Centennial Exposition at Philadelphia in Building No. 2, near the Red Cross Booth. The exhibit has been a source of interest to visiting manufacturers in the toilet preparations and allied trades who have stopped to examine the large array of bottles of various sizes and shapes with the inside screw stopper shown by the company.

In addition to the bottles, which are attractively arranged on racks, an electric slide machine with fifteen slides is a source of much interest; for, as stated in the sign above it, it told in pictures "the story of the new machine-made reclosure bottle."

The booth was under the able direction of Miss Marie Martin, who explained to visitors that the reclosure bottle is produced as economically as ordinary bottles by an automatic machine process. Its various advantages were also explained.

The Spring Stopper Co. owns and controls machines which can be equipped to various types of bottle-making machines for making the inside screw finish, which it lets out on a roy-

Theodore K. Shipkoff, president of Shipkoff & Co., Ltd., of Sofia, Bulgaria, is in the United States on one of his frequent visits to his friends in the American market. Immediately after his arrival, Mr. Shipkoff left for Chicago and has been calling on the trade in the Middle West. He writes from Chicago: "Since my first arrival here in 1884, America has made such gigantic strides in all branches of industry that you are now far ahead of all countries in the Old World. You excel the Old World almost in every-

thing you manufacture. But not, as yet, in perfumery. Why? It is up to you to answer it. There is nothing impossible to the Yankee, because the American is the man who can *will* and then *do*, and, as you well know, this is the only law for success."

In regard to the rose crop, Mr. Shipkoff says, in a recent circular: "The harvesting of the crop began all over the district on May 22 and ended on June 12, while in Adjar, Kalofer and Klis-

soura—the three very important localities—highest in the mountains, the harvesting began only on June 1 and ended on June 22, thus lasting, like last year's crop, only 22 days. This distillation of the flowers was carried on under ideal climatic conditions. It is mainly the weather during the rose harvest which makes and unmakes a rose crop. During the budding season, the weather being hot and dry, the rose bushes threw out few clusters of rose buds, having only 3, 5 and 7 buds at the most, in consequence of which the rose flowers this year were less abundant—nearly 20 per cent less than in 1925; but, thanks to the unusually propitious weather during the distillation of four-fifths of all the flowers, the results obtained exceeded our most sanguine expectations. Few as the rose buds were, under the favorable climatic conditions, they were all well developed, blood-red and all heavily pregnant with rich fragrance, in consequence of which the yield of otto of rose from the flowers was exceptionally good—the very best we have ever had.

"The total yield of the rose crop, in rose flowers, was 5,100,000 kilos (11,475,000 pounds) and in otto of rose, 1,520 kilos (3,370 ounces)—of which 840 kilos (2,910 ounces) were distilled by the manufacturers, and 680 kilos (23,690 ounces) by the growers and the co-operatives. The yield is, thus, about 20 per cent larger than in 1925."

Shipkoff & Co.'s American interests are cared for by Shipkoff & Co. Inc., New York City, of which C. G. Euler is president.

Mint growers of Woodland, Wash., have organized an association under the title of the Woodland Mint Growers, Inc. Plans are under way for a sales promotion and advertising campaign. S. D. Alexander is president of the new corporation and L. D. Planondon is secretary.

Coupey Fils et Dehais, Paris, have announced the removal of their offices to 17 rue de Constantinople. Cable address is unchanged. The company is represented in New York by Coupey Fils, 160 Pearl street.



THEO. K. SHIPKOFF



SPRING STOPPER Co. "SESQUI." DISPLAY

ality basis to bottle manufacturers. At present the only company licensed to do this is the Salem Glass Works of Salem, N. J.

The officers of the Spring Stopper Co. are: L. V. Lockwood, president; C. F. McKenly, secretary, treasurer and general manager. Under the able direction of Mr. McKenly and J. D. Dilworth, president of Salem Glass Works, the inside screw reclosure bottle is rapidly becoming a popular container in the toilet preparations and pharmaceutical trades.

J. S. Waterman & Co., New Orleans, have moved from 424 Gravier street to 426 South Peters street where more convenient quarters have been secured.

Emile Schlienger, senior partner of Bertrand Frères, Grasse, France, entertained the staff of Bertrand Frères, New York, P. R. Dreyer, President, on the evening of November 8. Eighteen members of the staff, including Mr. Dreyer, were present at the dinner which was followed by a special entertainment and dancing.

In addition to the Dreyer organization and Mr. Schlienger, the French Consul in New York was present. The affair was held at the Strand Roof Garden and was so successful that Mr. Dreyer plans to establish it as an annual affair for his associates and employees.

Mr. Schlienger, who has been visiting the trade in the United States in the interests of his company, sailed for home on the *Olympic*, November 12.

Mr. Dreyer announces that he has moved his offices to very convenient and satisfactory quarters at 26 Cliff street, New York City.

The annual Christmas Seal Drive of the National, State and Local Tuberculosis Associations of the United States has just been opened. It is not necessary for us to comment upon the character or worthiness of the annual appeal of these associations. They have done good work in the past and there is every reason to believe that the new drive, which is formally announced on advertising page 122 will show equally gratifying results.

Strong, Cobb & Company, pharmaceutical chemists, Cleveland, Ohio, announce on advertising page 104 in this issue of THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW that they are equipped to manufacture tooth paste, shaving creams, and other toilet preparations and all kinds of special formulae work.

The concern was organized in 1833 and has, for nearly a century, shown steady progress. The firm also maintains a New York office at 30 Church street.

P. F. Loughry has joined the organization of the Davex Corporation, New York City, as field sales manager. Mr. Loughry, who was formerly connected with the J. B. Williams Co., will cover the entire United States for the Davis interests.

C. A. Senger, general manager of the company, will move his family from Chicago to New York about December 1.

Juan ten Napel & Cia., toilet preparations, Buenos Aires, Argentina, announces that it has moved to new and more commodious quarters at Calle Lima 480 in that city.

Harry C. Fisher, sales manager of Capes Viscose, New York City, has returned from Buffalo where he spent the week of November 13 at the Bottlers' Convention.

Premier Mills Corporation, Geneva, N. Y., emphasizes the features of its Colloid Mill in an announcement on advertising page 85. The company offers the machines in several sizes to suit the needs of manufacturers of toilet preparations of a colloidal nature.

Leonard W. Howell, vice president and general manager of the Economic Machinery Co., Worcester, Mass., returned recently on the *Franconia* from a trip abroad. The trip was made with the purpose of conferring with European representatives of the company, particularly the Purdy Patent Machinery Co. Ltd., of London, in connection with sales of the World Labeler in Europe.

CHICAGO TRADE NOTES

Paul J. Volgan, advertising manager for the Container Corporation of America, will make a tour of the various plants of the company this month.

The Crescent Products Company has been organized to manufacture polishes and chemicals for the trade with N. W. Newlin as president, W. E. Newlin, secretary and V. A. Wirt as superintendent of the factory which is located at 322 West Chicago avenue.

Mrs. Clara La Villa Camp of Peoria has been elected president of the American Beauty Schools which held their meeting in this city last month. K. E. Fuller of Indianapolis is vice president, A. B. Moler of Chicago, treasurer and E. Cochran, secretary.

The threatened strike last month of the beauty parlor operators in this city was called off. W. H. Rodgers of the Department of Labor was sent here to mediate the problems of the operators and owners.

The employees of the Chicago branch of Colgate & Company held their first annual field meet here. More than 160 attended the event and enjoyed the lunch which was served during the festivities of the employees of the Midwestern branch.

S. M. Kline, president of the Davies Young Soap Co., Dayton, Ohio, was a business visitor in the Chicago market last month.

Elizabeth Arden who operates exclusive beauty shops in Paris, London and New York City, has opened a shop at 70 East Walton street, Chicago.

Maurice Riskind, B. E. Jaffe and Henry Blitzen have organized the ProTex Corporation with offices at 231 South La Salle street, Chicago, to manufacture and deal in chemicals and chemical compounds.

At the October 6th dinner of the Chicago Perfumery Soap and Extract association at the Hamilton club presided over by president Louis Freund, a good attendance was on hand for the eats and plans were discussed for the annual dinner dance of the organization on December 9th. Miss Katherine Rose of the Rose Box and Display Co., won the box of cigars at the regular drawing. All the diners enjoyed a good smoke on Miss Rose, who is one of the best boosters for the association.

The regular monthly meeting of the Chicago Drug & Chemical Association was held at the Hamilton Club October 28. A more than usually enthusiastic crowd attended the meeting. Plans for the Christmas banquet of the club are under way. The banquet will be held Tuesday evening, December 21 at the Furniture Mart. The entertainment committee has arranged for an interesting program. The following applications for membership in the association have been received: P. C. Magnus, president Magnus, Mabee & Reynard, New York, F. M. Henley, U. S. Industrial Chemical Co., Frank M. Eager, Harshaw, Fuller & Goodwin Co., T. G. Callahan, W. H. Barker Co., and A. W. Larson and M. F. Charley, Standard Laboratories, all of Chicago.

Lee Mays, well-known druggist and perfumer at Quincy, Ill., has added the shop in the Virginia hotel in that city to his chain of stores. L. H. Gronemeyer will be manager of the new store.

Boyer Chemical Co. is starting a newspaper campaign on its Flowers of Beauty face powder and has contracted with the Chicago *Tribune* for 7,200 lines of space.

Walgreen chain of drug stores and perfume shops will open their 105th store at 69th and Ashland avenue, Chicago this month. The company plans other stores for the Chicago territory as soon as suitable locations are found.

The regular semi-monthly dinners of the Chicago Perfumery, Soap and Extract Association were held at the Hamilton Club on alternate Wednesdays last month with the usual good attendance. Secretary Walter Filmer is planning some peppy programs for the dinners this month.

The annual banquet of the Chicago Perfumery, Soap and Extract Association will be held this year at the Edgewater Beach Hotel on December 9. These affairs have been extremely enjoyable in the past and the officers and committee promise to make this dinner no exception to the rule.

J. E. Wehmer has resigned his connection with Pierre Lemoine & Cie., being succeeded by Saul Davis. Mr. Wehmer will represent the Rhodia Chemical Co., in this market in the future, succeeding F. A. Kertess who has gone to the New York offices of the company.

The bowling season of the Chicago Perfumery, Soap and Extract Association opened on October 12 at the Elks Club. First games were rolled and at that time a general get together of the bowlers to start the season was held. It was announced that several tournaments would be held later in the season. They will be open to members bowling regularly at the meetings of the group.

H. W. Ackhoff of the George W. Sheldon Co., customs brokers, has protested to Washington officials against the opening of perfumes and other perishable and volatile materials in New York when the merchandise was imported in bond to Chicago. The protest which Mr. Ackhoff carried personally to Washington was sanctioned by Anthony Czarnecki, Collector of the Port of Chicago. Mr. Ackhoff contends that the opening of these perfumes in New York by customs inspectors frequently results in losses through evaporation and otherwise before reaching Chicago.

The new addition to the plant of James Kirk & Sons, on North avenue, will be ready in the spring, and will house the activities of the old Kirk plant at Michigan avenue and the river, which will be torn down early next year to make way for a huge skyscraper, as the land has become too valuable to be used for factory purposes. The new factory will manufacture the line of soap which has been turned out by the Michigan avenue factory for many years. The company had a fine exhibit at the *Herald-Examiner* show at the Coliseum and another was installed at the *Milwaukee Journal* show at the Auditorium in Milwaukee in October.

D. H. Lindberg is field supervisor for the company, and reports much interest by the crowds at the big shows during the past few months in the Kirk exhibits and products.

G. D. Searle Co., of 4741 Ravenswood avenue, well known manufacturers, have increased their capital stock to \$135,000.

The Illinois Cork Co. has increased its capital stock from \$15,000 to \$65,000 to take care of its expanding business.

Dr. J. R. Powell of the Armour Laboratories has been named as manager of the 31st Street auxiliary plant of Armour & Co. in charge of the manufacture of soap and its by-products. M. L. Sheely has been named to take the place vacated by the promotion of Dr. Powell.

H. T. Berry formerly of Cincinnati, Ohio, has organized the Berry Chemical & Manufacturing Company with offices at 617 Lake Street and will manufacture a line of cleaning products for the trade, under the trade name of Rex-O cleaning products.

The Arabian Laboratories & Toilet Goods Co. has closed its offices at 6 North Michigan avenue and moved the sales offices to the new factory at 231 West Erie street. Karl Kullman has been named as chemist succeeding J. M. Richman who resigned to take up other duties. Miss Elizabeth Rickles is the head of the company and reports fall business at capacity. A new line of goods under the brand name of Pour Toi is being made ready for the holiday trade and with larger quarters, the company hopes to expand its business.

The American Can Company has just completed the purchase of a large tract of land on Sheridan Road on which it will begin immediately the development of a plant to employ 700 men at the outset. Half of these will be skilled workers. The site is just opposite the plant of the American Steel and Wire Company. The company now has fifty-seven factories in the United States and foreign countries. The company now operates a small service station in Waukegan to take care of the needs of its business within a radius of 300 miles. There are 135 workmen at that plant.

Business Troubles

Business troubles since our last report:

B. Altman Soap & Chemical Works, Secaucus, N. J., Arnold J. Walzer appointed receiver. Consent decree of bankruptcy by Federal Judge Rellstab.

Stuzin Drug Co., Inc., 2878 Broadway, New York City. Samuel Marcus appointed receiver by Judge Goddard under \$500 bond. Liabilities, about \$5,000; assets, about \$1,000. Assignment made to Herman H. Horowitz, 61 Crown street, Brooklyn, N. Y.

Isidor Katzke, pharmacist, 1384 Carroll street, Brooklyn, N. Y.; bankruptcy petition filed. Liabilities, \$3,793; assets, \$525.

Kemozone Corporation, 87 Dey street, New York City; Marcus Helfand appointed receiver under \$2,000 bond, by Judge Winslow upon the petition of Robert K. Taylor and Jacob Abrahams, creditors for \$3,050 and upon the consent of the debtor corporation. Liabilities, about \$75,000; assets, about \$110,000 consisting principally of trademarks and formulas.

Chemistry Professor: Name three articles containing starch.

Student: Two cuffs and a collar.—*Epworth Herald*.

IN MEMORIAM FOR DEPARTED FRIENDS

ALLEN, WILLIAM C., of Stafford Allen & Sons, essential oils, London, England, November, 1908.

BAKER, E. S., senior partner of S. F. Baker & Co., and Mrs. Baker, Keokuk, Iowa, November, 1924.

BOOTH, ARTHUR OLCOTT, treasurer of the Dodge & Olcott Co., New York, November, 1921.

BOOTH EMERY T., perfumer, New York, November, 1911.
BROMUND, ERNEST A., manufacturer of wax products, New York, November, 1918.

BURNHAM, EDWARD, pioneer toilet goods manufacturer, Chicago, November, 1924.

CUDAHY, MICHAEL, soaps, Chicago, November, 1910.

ECKERT, EDWIN G., flavoring extracts manufacturer, Hanover, Pa., November, 1914.

GATTEFOSSÉ, ROBERT, perfume expert and author, Lyons, France, died in the service, November, 1918.

GROSSMITH, JOHN LIPSCOMB, of J. Grossmith & Sons, Ltd., perfumers, London, November, 1921.

HYATT, HERBERT OGDEN, president and treasurer, Brass Goods Mfg. Co., Brooklyn, N. Y., November, 1924.

JONES FRANCIS W., president of Melba Manufacturing Co., Chicago, Ill., and creator of Melba preparations, November, 1925.

KILLEEN, WM., H. R., brother of E. V. Killeen, vice-president Geo. Lueders & Co., New York, November, 1918.

KLINE, MAHLON N., of Smith, Kline & French Co., perfumery, drugs, etc., Philadelphia, Pa., November, 1900.

LAYAT, JOSEPH M., perfumer, St. Louis, November, 1913.

LEMERCIER, M., perfumer, November, 1908.

LOWE, WILLIS H., toilet goods, Boston, November, 1923.

MAGNUS, PERCY C., of Magnus, Mabee & Reynard, essential oils, New York, November, 1916.

SPIEHLER, ADOLPH, of A. M. Spiehler, Inc., perfumes, Rochester, N. Y., November, 1909.

THOMAS, VINCENT B., president of Harriet Hubbard Ayer, Inc., New York, November, 1918.

JOHN G. SHEDD

John Graves Shedd, chairman of the board of Marshall Field & Co., Chicago, died suddenly October 22 following an appendicitis operation. Mr. Shedd was born on a farm near Alstead, N. H., on July 20, 1850, and his early life was spent as a farmer's boy. At the age of sixteen he announced his intention of "finding something better than farming" and went to Bellows Falls, Vt., where he started work as a clerk in a store at \$1.50 a week and board. At the age of 21, he moved to Chicago and took a position in the stock room of Field, Leiter & Co. at \$10 a week. From that time his progress was rapid and steady. Four months later he had become head of a department.

In 1893, Mr. Shedd was given the opportunity of securing stock in the concern and became a partner. In 1901, when the company was incorporated, his name appeared next to that of Mr. Field, as first vice-president. It was largely through his initiative that the firm adopted manufacturing as a policy to rid itself of the middleman's profit. In 1906, at the death of Marshall Field, Mr. Shedd became president. In 1921, he celebrated his fiftieth anniversary and a short time after relinquished the presidency to James Simpson and became chairman of the directorate.

Always interested in civic affairs, Mr. Shedd was for some years a member of the Chicago City Plan Commission.

(Continued on Page 513)

BOOK REVIEWS

(Copies of Books Reviewed in this Column, and Other Works Useful to Our Readers may be Obtained through the Book Department of THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW, 14 Cliff street, New York.)

Dictionnaire de Chimie des Parfums by Félix Cola with Preface by Dr. Henri Labbé. Quarto, 52 pages, Board covers, Les Editions de la Revue des Marques, Paris. Price 30 francs.

The author has not attempted a complete treatise on perfumes and perfume materials. He has, however, listed many of the principal synthetic perfume materials and described their characteristics, both physical and chemical, and outlined their principal uses in the perfume industry. In addition, some of the more important processes through which perfume materials must pass are listed and briefly described. The preface outlines the purpose of the work and to some extent urges the growing importance of synthetics in the perfume and soap industries. In it, Dr. Labbé says that "the time has past when the arts of perfumery and soap making used only natural extracts of animal and vegetable origin. . . synthetics have definitely taken their place in perfumery." The book itself, with some degree of success, attempts to list and describe synthetic materials. It will doubtless be of value to the perfumer and soap manufacturer in search of a ready reference guide to these products.

NEW PUBLICATIONS, PRICE LISTS, ETC.

AMERICAN METAL CAP Co., Brooklyn, N. Y., have announced that the famous "Amerseal"—the metal cap which quickly seals and unseals with a $\frac{1}{4}$ turn—is now to be had on metal cans and boxes. The company, originator and owner of the "Amerseal" patents, has arranged with The Metal Package Corporation of New York for the sale of this seal on metal cans and packages.

The company states that the advantages of this simple and effective seal are that the consumer can quickly and easily remove the cap without any tools, and at the same time the contents can be kept fresh and perfectly sealed as long as they last due to the fact that the cap can be securely and quickly replaced as in the original case. It can be removed and replaced as many times as desired. Further, it permits the container to be permanently used as a container for household or shop purposes long after the original contents have been consumed, due to the ease with which the cap can be removed and replaced as well as the effectiveness of the seal when sealed.

The usual raw edge is entirely eliminated by this patented and effective cap. Any lithographed design can also be used on these caps, making them most valuable as an advertising medium.

NEW INCORPORATIONS

NOTE.—Addresses are given, so far as they are available, of the incorporators. Otherwise, letters or other first class mail may be sent in care of attorneys or trust companies endorsed with requests to "PLEASE FORWARD."

Woodward Soap Products Co., Duluth, manufacture soap \$50,000, Warner E. Whipple, George W. Atmore, Jr., and Sylvester P. Meyer, of Duluth.

North Coast Chemical & Soap Works, Seattle, Wash. capital stock, \$99,500; Frank J. Zorn and G. F. Kirkpatrick.

(Continued on Page 513)



MONTREAL

MONTREAL, Nov. 15.—The fate of the Proprietary Articles Trade Association, in view of the interim report of the registrar under the Combines Act that it constitutes an unlawful combine, is still the principal problem agitating the members of the perfumery, toilet goods and allied trades in Montreal. Although the statement forwarded by Sir William Glyn Jones to the Department of Labor in reply to the registrar's report has not been made public, the Minister of Labor has given it to be understood that the main argument was that the P. A. T. A. had not been given a chance to put in its side of the case.

Taking this into consideration, the Minister of Labor, Hon. Peter Heenan, issued a statement on November 8, in which he declared that he would arrange for the appointment of a commissioner to carry out an independent inquiry into the position of the P. A. T. A.

Sir William Glyn Jones, who arrived in Montreal early in November from England, commented on the press notice of Mr. Heenan's decision to appoint a commissioner, by saying that there was no precedent for the publication of an interim report by the registrar when there was a likelihood of a commission being later appointed. He regretted that this had been done in the present instance, and was sure that no one would regret it more than the Department of Labor.

Professor Marston Taylor Bogert, of Columbia University, New York, was the speaker at the opening meeting of the Montreal Branch of the Society of Chemical Industry, held in Queen's Hotel. He discussed "Science and Art in the Perfume Industry," tracing the history of perfume back almost to the beginning of time, and citing various pieces of historical data to show how prominent was the perfume industry among the peoples of civilizations now long past.

Howard W. Matheson, a Montreal chemist, was congratulated on having been awarded the Howard N. Potts medal for inventive skill in developing certain chemical processes.

W. G. M. Shepherd, agent in Montreal for Colgate & Co., returned recently from a holiday trip through Canada's west and down the Pacific coast as far as Los Angeles.

The business of J. J. Jutras, manufacturer of Boule de Neige, Faites-moi-rever and other perfumes, has been placed on a corporate basis, by the organization under provincial charter of Parfumerie J. J. Jutras, Ltd., capitalized at \$99,000.

TORONTO

TORONTO, Nov. 15, 1926.—J. P. Hennessey's drug store in Toronto recently made an elaborate window display of toiletries, perfumes, etc., which attracted much attention. Seasonable flowers suitable to the display added a touch of beauty to the powders, creams, lotions, etc.

A correspondent signing himself "Fair Play," asks in one of the daily papers why the price of drugs has gone up, and suggests that a tax instead should be put upon cosmetics, perfumes and toilet articles, "and other luxuries."

Announcement was made in the local press the other day that the "First Annual International Hairdressing and Beauty Culture Exposition" would be held in the King Edward Hotel, Toronto, on November 2, 3 and 4. In conjunction with it was held a fashion show of some of the latest modes. This announcement brought forth an advertisement from the National Hairdressers' Association of Canada to the effect that, "so there will be no misunderstanding," the annual convention and exhibition of that body would be held in Toronto on January and February 1, 2 and 3 next. This latter affair is in the hands of W. T. Pember, president of the Toronto Hairdressers' Association, W. O. Wiegand of the same city, and O. H. Hinds and R. Minty of Montreal.

A largely attended meeting of the Ontario Retail Drug-gists' Association was held recently at the College of Pharmacy, Toronto, under the chairmanship of Charles G. Wheby. Sir William Glyn-Jones addressed the meeting, giving a review of the P. A. T. A. down to date. There were only three names on the "stop" list, representing two firms in Vancouver. He also spoke about a legal reserve fund to be used in case actions at law were entered by individuals or groups against the organization, and it was decided to raise such a reserve amounting to \$100,000.

The P. A. T. A. has sent an answer to the Government at Ottawa anent the allegations made against that organization that it was a combine in restraint of trade. This answer was sent a few days ago by Sir William Glyn-Jones to Hon. P. Heenan, Minister of Labor. The statement covers twelve pages and goes into the question fully, dealing with the aims and objects of the P. A. T. A.; and the matter of prices. Sir William would not tell the exact contents of the answer, saying that was up to the Minister to publish. Up to now the Government has nothing to say about the matter.

Registrar McGregor of the Labor Department, Ottawa, was in town during the early part of November, looking into the matter of the working of the P. A. T. A. In some quarters an important pronouncement is expected to be made

shortly anent the legality of the position taken by the Canadian P. A. T. A. The Canadian Manufacturers' Association, or its legal advisers, have intimated that the P. A. T. A. is *ultra vires* and that manufacturers who remain members of the latter are apt to be made pay a heavy fine. The Dominion Government, it is further intimated, has sought advice of the British Government regarding the legality of the operations of the P. A. T. A. in England, and both governments may launch actions against that organization. At least that is some of the gossip that is passing these days.

Anent the above, *The Labor Leader*, a workingman's paper, published, on its first page, under the heading "A New Use of the Boycott," in its latest issue:

"When the boycott has been made use of during the past, the general public generally assumed that some labor organizations were on strike and were making use of this weapon against the firm's goods that was a party to the dispute. To-day we find the boycott being applied by the retail druggists of Canada who are members of the Proprietary Articles Trades Association against the manufacturers of drug sundries and toilet articles who are not members of this new association.

"*The Labor Leader* has been informed that the druggists have used the boycott with a vengeance, and have succeeded in some cities of taking away over 60 per cent of the business some of these manufacturers have had for some years. In fact, it was drawn to our attention that in the city of Hamilton one Canadian manufacturer of over fifteen years' standing in the trade had his accounts cut down from 35 to 7. Some of the methods used by the retail druggists, according to our informant, are certainly much 'more strenuous' than any labor unions have ever indulged in. It is claimed, in order to stop the demand of, say, a face lotion that has enjoyed a good sale for some time, the druggist simply advises against its use on the grounds that it might produce cancer or some other skin disease. While the druggist does not make an emphatic statement of this nature, he infers that he has heard rumors of a detrimental character, and, as he wishes to protect his customers, he would recommend them to purchase 'B— L—,' as he can highly recommend it.

"Of course, many customers think very highly of their druggist, and follow his advice, and thus the firm that is not a member of the P. A. T. A. suffers loss of trade. This is applying the boycott with a vengeance.

"The public naturally are much interested in the present fight between those who are opposed to the P. A. T. A. and the Association."

CANADIAN PATENTS AND TRADE-MARKS

The increasing international trade relations between the United States and Canada emphasize the importance of proper patents and trade-marks protection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our readers, we are maintaining a department devoted to patents and trade-marks in Canada relating to the industries represented by our publication.

This report is compiled from the official records in the Canadian Patent Office.

All inquiries relating to patents, trade-marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE-MARK DEPARTMENT
Perfumer Publishing Co., 14 Cliff Street, New York City.

PATENTS GRANTED IN CANADA

264,765, Dispensing Nipple, Harold H. Ozanne, Des Moines, Iowa.

264,839, Amide Acid Sulphate Ester, The Roessler & Hasslacher Chemical Company, New York City, New York, assignee of Ralf B. Trusler, Dormont, Pennsylvania.

264,862, Sealing Composition, Bradley Dewey, Cambridge, assignee of Ernest C. Crocker, Belmont, both in Massachusetts.

264,956, Oil Extraction, Karl Shjler, Biederitz near Magdeburg, Germany.

264,979, Oil and Fat Purification, The American Lurgi Corporation, New York City, New York, assignee of Wilhelm Gensecke, Bad Homburg, v.d. Hohe, Germany.

264,980, Acid Distillation Apparatus, The American Lurgi Corporation, New York City, New York, assignee of Wilhelm Gensecke, Bad Homburg, v.d. Hohe, Germany.

264,990, Cellulose Acetate Composition, The Cello Products Incorporated, New York City, New York, assignee of Adolph Zimmerli, New Brunswick, New Jersey.

264,991, Seal Forming Substance, The Cello Products Incorporated, New York City, New York, assignee of Max Mueller, Newark, N. J.

265,172, Alcohol Production, The Consortium Fur Elektrochemische Industrie, assignee of Willy O. Herrmann and Wolfram Hachnel, all of Munich, Bavaria, Germany.

265,191, Glycol-Ether, I. G. Farbenindustrie Aktiengesellschaft, Frankfurt-on-Main, assignee of Gerhard Steinmig, Ludwigshafen-on-Rhine, both in Germany.

265,273, Massage Preparation, Clyde M. Gearhart, Washington, District of Columbia.

265,350, Package, The Douglas Packing Company, Ltd., Cobourg, Ontario, Canada, assignee of the Douglas-Pectin Corporation, Rochester, New York, and James F. Waller, Rochester, New York.

TRADE MARKS REGISTERED IN CANADA

"Palm Tree Soap" with the representation of a Palm tree placed between the words: "Palm Tree," soap, perfume or other toilet preparations. Arthur Percy Taylor, Toronto, Ont.

"Pertab," preparation for soaps, soap-powders, disinfectants and for washing, bleaching, cosmetic, pharmaceutical and chemical purposes. The Oesterreichische Chemische Werke, Gesellschaft Mit Beschränkter Haftung, of IVL Technikerstrasse 5, Vienna, Austria.

Natural lemon juices. Bottle having the shape of a lemon; a sheet placed vertically over the upper part of the body of the bottle states: "Jugo y pulpa de Limón concentrados—Laboratorios Dr. Trigo—Valencia (España)," and a label in the shape of an escutcheon with ornamental lemons and the Coat of Arms of the City of Valencia, upon which the name: "Limonjus" appears. Agustin Trigo Mezquita, Calle Sagunto 132, Valencia, Spain.

"Virtus," toilet waters, hair tonics, toilet creams, toilet powder, lipsticks, rouge and other toilet preparations. Philip H. Warshaw, Inc., New York, N. Y.

"Lillo," toilet preparations. Septimus Valentine Rodger, Montreal, Que.

Can, consisting of a container having depicted on the outside surface thereof the representation of a beehive and a number of bees flying about. A. R. Whittall Can Company, Ltd., Montreal, Que., Canada.

Natural orange juices, concentrated or not. Bottle having the shape of an orange; a sheet placed vertically over the upper part of the body states: "Jugo y pulpa de Naranjas Concentrados—Laboratorios Dr. Trigo—Valencia (España)," and a label in the shape of an escutcheon with ornamental oranges and the Coat of Arms of the City of Valencia. Agustin Trigo Mezquita, Calle Sagunto 132, Valencia, Spain.

TRADE MARKS

 229,943	 229,583	 229,970	 229,606	 232,724	 237,435	 237,652	 237,430
 225,189	 229,605	 234,811	 219,199	 232,574	 237,024	 237,353	 236,688
 231,043	 236,916	 224,517	 237,147	 215,785	 237,353	 237,353	 236,071
 236,819	 236,658	 237,170	 236,209	 236,040	 236,404	 237,020	 236,458
 232,822	 232,823	 237,213	 236,209	 237,435	 237,189	 237,189	 236,914
 237,418	 230,237	 237,506	 237,306	 237,870	 236,509	 236,509	 236,914
 237,184	 237,237	 236,004	 237,870	 236,596	 236,505	 236,505	 236,505
 236,583	 236,965	 237,249	 237,061	 236,712	 237,423	 237,018	 237,018

OUR PATENT AND TRADE-MARK BUREAU

This department is conducted under the general supervision of a very competent patent and trade-mark attorney. This report of patents, trade-marks, designs, is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four coordinate branches of the essential oil industry, viz.: Perfumes, Soaps, Flavoring Extracts and Toilet Preparations.

Of the trade-marks listed, those whose numbers are preceded by the letter "M" have been granted registrations under the Act of March 19, 1920. The remainder are those applied for under Act of February 20, 1905, and which have been passed to publication.

Inventions patented are designated by the letter "D." All inquiries relating to patents, trade-marks, designs, registrations, copyrights, etc., should be addressed to.

PATENT AND TRADE-MARK DEPARTMENT
Perfumer Publishing Co., 14 Cliff Street, New York City.

TRADE-MARK REGISTRATIONS APPLIED FOR (Act of Feb. 20, 1905)

- 202,281.—Clara Mae Christian, Milwaukee, Wis. (Filed Sept. 6, 1924. Used since August, 1918.)—Cosmetics Such as Message Cream and Skin Bleach.
- 215,785.—Phillip Y. Gillson, Reno, Nev. (Filed June 15, 1925. Used since Jan. 1, 1925.)—Preparation employed as a beard softener and skin tonic.
- 218,977.—The S. Le Mur Company, Cleveland, Ohio. (Filed Aug. 17, 1925. Used since Dec. 1, 1924.)—Hair-Treating Lotions.
- 219,199.—Parke, Davis & Company, Detroit, Mich. (Filed Aug. 21, 1925. Used since June 5, 1925.)—Rubbing Alcohol Compound.

219,270.—Susie P. Burbank, doing business as The Rosemary, Boston, Mass. (Filed Aug. 24, 1925. Used since Sept. 12, 1905.)—Hair Tonic, a Liquid Preparation Used in Curling Hair; Tooth Powder, Astringent Lotion, Eczema Salve, Face Cream and Talcum Powder, Herb Tonic for the Hair, Toilet Powder, and Nail Polish.

221,540.—Enterprise Chemical Co., doing business as The Chase System, St. Louis, Mo. (Filed Oct. 10, 1925. Used since Jan. 1, 1923.)—Cold Cream and Face Powder.

223,488.—Aniello Sorrentino, Brooklyn, N. Y. (Filed Nov. 18, 1925. Used since Nov. 1, 1923.)—Hair Tonics and Toilet Water.

224,778.—Ormont Drug & Chemical Co., Inc., Long Island City, N. Y. (Filed Dec. 16, 1925. Used since July 24, 1916.)—Rubbing Alcohol, Bay Rum, Hair Tonics, Toilet Creams, Toilet Powders, Depilatories, Tooth Paste.

225,068.—Vigor Preparations, Inc., New York, N. Y. (Filed Dec. 23, 1925. Used since Nov. 27, 1925.)—Hair Tonic, Tooth Paste, Foot Balm.

225,181.—Ez-Ze Mfg. Co., Detroit, Mich. (Filed Dec. 26, 1925. Used since Dec. 1, 1924.)—Soap Adapted for Washing Hands.

226,517.—Charles A. Susslin, doing business as Hy-Or Laboratories, Yonkers, N. Y. (Filed Jan. 27, 1926. Used since Dec. 1, 1925.)—Mouth Wash.

229,583.—Pieri & Riti Company, Buffalo, N. Y. (Filed Apr. 2, 1926. Used since Nov. 4, 1924.)—Washing Fluid Having Bleaching Sterilizing, and Disinfecting Properties, and Granular Effervescent Salts.

229,963.—The R. M. Hollingshead Co., Camden, N. J. (Filed Apr. 10, 1926. Used since Apr. 1, 1920.)—Soaps in Paste, Liquid, Powder, or Solid Form.

231,043.—Hills, McLean & Haskins, Incorporated, Binghamton, N. Y. (Filed May 3, 1926. Used since Apr. 1, 1926.)—Toilet Articles, Particularly Perfumes, Bath Salts, Toilet Water, Face Powder, and Cold Cream.

231,911.—The Dubarry Perfumery Co., Limited, Hove, England. (Filed May 20, 1926. Used since June 1, 1916.)—Perfumes, Toilet Water, Complexion Powder, Solidified

Face Powder, Rouge, Talcum Powder, Skin Cream, Brilliantine, Hair-Setting Lotion, Cuticle Cream, Tooth Paste, Dental Cream, Lip Stick, Bay Rum, Nail Polishes, Hair Lotion, Eau de Cologne for the Bath, Bath Crystals, Bath Salts, Rice Powder, Sachets, Shampoo Powder, Cuticle Solvent, Eyebrow Pencil. Solid Eau de Cologne, Smelling Salts.

232,574.—Marinello Company, New York, N. Y. (Filed June 1, 1926. Used since Jan. 4, 1926.)—Toilet Preparations for use on the skin—Namely, a Face Cream and a Radioactive Preparation Employed as a Complexion Beautifier.

232,729.—Dominick Iarussi, Cleveland, Ohio. (Filed June 4, 1926. Used since Aug. 1, 1925.)—Hair Tonic.

232,822, 232,823.—The Fischer Soap and Oil Company, Cincinnati, Ohio. (Filed June 7, 1926. Used since May 14, 1926.)—Soap.

233,189.—Albert Bernard Hirschman, San Pedro, Calif. (Filed June 14, 1926. Used since Jan. 1, 1925.)—Tooth Paste.

233,458.—Oakley Chemical Co., New York, N. Y. (Filed June 18, 1926. Used since Feb. 2, 1909.)—Chemical Cleansing and Washing Compound for all Purposes, Said Compound Having Cleaning, Detergent, and Water-Softening Qualities.

233,605, 233,606.—Armin Degener, Inc., New York, N. Y. (Filed June 22, 1926. Used since June, 1924.)—Toilet Preparations.

233,970.—Dale Bros., Inc., Fresno, Calif. (Filed July 1, 1926. Used since Sept. 1, 1920.)—Food-Flavoring Extracts.

234,209.—Harry L. Goldwag, doing business as Pedinol Products Co., New York, N. Y. (Filed July 6, 1926. Used since May 1, 1918.)—Foot Powder, Foot Lotion, and Foot Cream.

234,327.—Volpe Brothers, Laredo, Texas. (Filed July 8, 1926. Used since Feb. 27, 1926.)—Flavoring Extracts for Food Purposes.

234,811.—Stina Rewerts Alexander, doing business as Dr. E. C. Alexander Laboratories, San Francisco, Calif. (Filed July 21, 1926. Used since May 3, 1926.)—Depilatories.

234,818.—F. J. Burke Co., Long Beach, Calif. (Filed July 21, 1926. Used since July 1, 1926.)—Hair Shampoo.

234,965.—James Edward Manuel, San Antonio, Tex. (Filed July 23, 1926. Used since Jan. 21, 1925.)—Hair Tonics and Perfumes.

235,004.—The Velcrest Company, Mansfield, Ohio. (Filed July 23, 1926. Used since Sept. 22, 1925.)—Complexion Soap, Medicated Soap, and Shaving Soap.

235,193.—Walter J. Becker, doing business as Becker's Drug Store, Amsterdam, N. Y. (Filed July 27, 1926. Used since Jan. 1, 1910.)—Skin Lotion.

235,421.—Red Spot Paint & Varnish Co., Inc., Evansville, Ind. (Filed July 31, 1926. Used since Sept. 24, 1914.)—Oil Soap.

235,897.—Mittie Lenora Smith, doing business as Arnol Chemical Company, Atlanta, Ga. (Filed Aug. 12, 1926. Used since June 5, 1926.)—Mouth Wash.

236,060.—The Remiller Co., New York, N. Y. (Filed Aug. 16, 1926. Used since Aug. 10, 1926.)—Face Creams, Perfumes, Toilet Water, Astringent Lotion, Talcum Powder, Nail Preparations, Hair Dressings, Face Lotion, Face Powder, Rouge, Bath Salts, Liquid Face Powder, and Brilliantine.

236,071.—Wadhams & Co., Incorporated, Portland, Oreg. (Filed Aug. 16, 1926. Used since June 23, 1926.)—Food-Flavoring Extracts.

236,209.—Guaranteed Products, Inc., doing business as Coolene Laboratories, New York, N. Y. (Filed Aug. 20, 1926. Used since Aug. 1, 1926.)—Foot Cream.

236,250.—Bourjois, Inc., New York, N. Y. (Filed Aug. 21, 1926. Used since Nov. 23, 1923.)—Toilet Soap.

236,404.—Harry S. Bailey, doing business as Bailey Products Co., Buffalo, N. Y. (Filed Aug. 25, 1926. Used since Nov. 1925.)—Preparation for Holding the Curl in the Hair.

236,505.—J. Schanzenbach and Company, Inc., New York, N. Y. (Filed Aug. 26, 1926. Used since Sept. 24, 1925.)—Shampoo Preparations, Henna Powder, Concentrated Lemon

Rinse, Hair Bleach, Hair Bluing, and Camomile Flower

236,509.—Societe Parisienne D'Essences Rares Et De Parfums, (Societe Anonyme), Paris, France. (Filed Aug. 26, 1926. Used since Jan. 27, 1925.)—Perfumes, Toilet Waters, Face Powders, Talcum Powder, Sachets, Rouges, Brilliantine, Face Creams, Bath Salts, and Eau de Cologne.

236,555.—Leigh Chemist, Inc., New York, N. Y. (Filed Aug. 27, 1926. Used since Aug. 2, 1926.)—Rouge.

263,572.—Warren Taylor, Ruston, La. (Filed Aug. 27, 1926. Used since Aug. 13, 1926.)—Prickly-Heat Powder.

236,596.—Antoine Cierplikowski, Paris, France. (Filed Aug. 28, 1926. Used since Mar. 9, 1926.)—Perfume, Toilet Water, Face Powder, Talcum Powder, Face Creams, Rouges, Bath Salts, Brilliantine, Sachets, and Dentifrices.

236,620.—S. & B. Laboratories, Philadelphia, Pa. (Filed Aug. 28, 1926. Used since July 30, 1926.)—Hair-Color Restorer.

236,655.—The Procter & Gamble Company, Cincinnati, Ohio. (Filed Aug. 30, 1926. Used since Aug. 24, 1926.)—Toilet and Bath Soap.

236,688.—French Beauty Products Co., Inc., New York, N. Y. (Filed Aug. 31, 1926. Used since July 20, 1926.)—Face Powder.

236,712.—Schimmel & Co., Miltitz, Germany. (Filed Aug. 31, 1926. Used since June 2, 1926.)—Perfumes, Essential Oils, Synthetic Perfume Materials, Ethereal Oils, and Perfume Bases.

236,862.—Hugh Arnott, doing business as Samsoline Mfg. Co., Akron, Ohio. (Filed Sept. 4, 1926. Used since July 19, 1926.)—Hairdressing.

236,913, 236,914, and 236,915.—Vincent J. Curcio, doing business as V. J. Curcio Co., Jersey City, N. J. (Filed Sept. 7, 1926. Used since June 10, 1926.)—Hair Creams.

236,986.—William Lincoln Harmon, Philadelphia, Pa. (Filed Sept. 8, 1926. Used since May 1, 1926.)—Lotion for the Face, Hands, and Skin.

237,020.—The Fischer Soap and Oil Company, Cincinnati, Ohio. (Filed Sept. 9, 1926. Used since July 1, 1926.)—Soap.

237,024.—Guy T. Gibson, Inc., New York, N. Y. (Filed Sept. 9, 1926. Used since Aug. 20, 1926.)—Face Powder.

237,025.—Guy T. Gibson, Inc., New York, N. Y. (Filed Sept. 9, 1926. Used since Aug. 20, 1926.)—Rouge (a cosmetic for the complexion).

237,147.—Buck and Rayner, Chicago, Ill. (Filed Sept. 13, 1926. Used since Aug. 14, 1926.)—Perfumes.

237,189.—The Procter & Gamble Company, Cincinnati, Ohio. (Filed Sept. 13, 1926. Used since Mar. 11, 1926.)—Deodorized Vegetable Stearine.

237,190.—The Procter & Gamble Company, Cincinnati, Ohio. (Filed Sept. 13, 1926. Used since Mar. 19, 1926.)—Deodorized Vegetable Stearine.

237,213.—Rosa O. Aaberg, Glenwood, Iowa. (Filed Sept. 14, 1926. Used since June, 1926.)—Shampoo Preparation.

237,235.—Hosea O. Hembey, doing business as Way-O-Way Co., Little Rock, Ark. (Filed Sept. 14, 1926. Used since July 8, 1926.)—Preparation for Use in Treating the Hair.

237,237.—G. E. King, Covington, Va. (Filed Sept. 14, 1926. Used since Nov. 10, 1925.)—Hair Tonics.

237,249.—Shur-Kleen Products Co., Findlay, Ohio. (Filed Sept. 14, 1926. Used since Aug. 10, 1923.)—Pulverulent Soap Compound.

237,306.—Louis Andrus, Tacoma, Wash. (Filed Sept. 16, 1926. Used since Mar. 4, 1926.)—Pomade for Treating Dandruff and Promoting Growth of the Hair.

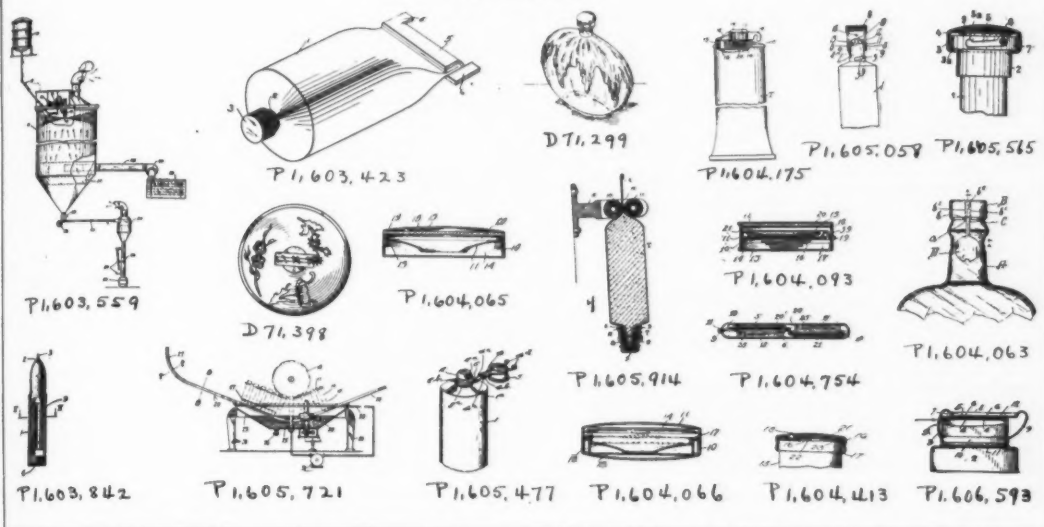
237,323.—Richard Hudnut, New York, N. Y. (Filed Sept. 16, 1926. Used since Aug. 25, 1926.)—Talcum Powder, Face Powder, Foundation Cream and Perfume.

237,332.—The Procter & Gamble Company, Cincinnati, Ohio. (Filed Sept. 16, 1926. Used since Aug. 31, 1926.)—Toilet and Bath Soap.

237,423.—Estelle L. Poate, Philadelphia, Pa. (Filed Sept. 18, 1926. Used since Apr. 28, 1925.)—Perfumes, Face Powders, Talcum Powders, Rouge, Lip Sticks and Toilet Waters.

237,458.—Independent Drug Co., Jacksonville, Fla. (Filed Sept. 20, 1926. Used since Aug. 1, 1926.)—Mouth Wash.

PATENTS



237,506.—Imperial Perfumery and Barber's Supplies, Inc., New York, N. Y. (Filed Sept. 21, 1926. Used since Aug. 1, 1926.)—Hair Tonics.

237,541.—Dental Research Products, Inc., Cleveland, Ohio. (Filed Sept. 22, 1926. Used since Sept. 4, 1926.)—Tooth Paste.

237,618.—Philip H. Ohly, doing business as Enzit Chemical Co., Oberlin, Ohio. (Filed Sept. 23, 1926. Used since Sept. 18, 1926.)—Depilatory.

237,632.—George A. Rostetter, doing business as The Rostetter Laboratories, Canton, Kans. (Filed Sept. 23, 1926. Used since June 15, 1916.)—Ointments, liquids, and powders, for the treatment of chafed skin.

237,850.—Lillian G. Brinkerhoff, Caldwell, N. J. (Filed Sept. 28, 1926. Used since Aug. 19, 1925.)—Cleansing Complexion Cream.

237,884.—Walter A. Ward, New York, N. Y. (Filed Sept. 28, 1926. Used since December, 1925.)—Lipsticks.

TRADE-MARK REGISTRATIONS GRANTED (Act of Feb. 20, 1905)

These Registrations are not Subject to Opposition

M220,031.—Johnston, Holloway & Co., Philadelphia, Pa. (Filed May 6, 1926. Serial No. 231,195. Used since January, 1895.)—Soap.

M220,237.—Luxor Powder Puff Company, Long Island City, N. Y. (Filed Aug. 31, 1926. Serial No. 236,700. Used since July 1, 1925.)—Powder Puffs.

M220,263.—James Joseph Darby, Tampico, Ill. (Filed Oct. 7, 1925. Serial No. 221,352. Used since Sept. 28, 1925.)—Preparation for the Treatment of the Scalp and Hair.

DESIGNS PATENTED

71,299.—Bottle for Containing Perfumery. Leopold Rebel, Paris, France. Filed Aug. 6, 1926. Serial No. 18,621. Term of patent 3½ years.

71,398.—Perfume Bottle. Charles Lionel Marcus and Joseph A. Fields, New York, N. Y. Filed Dec. 12, 1924. Serial No. 11,682, and in France Feb. 12, 1924. Term of patent 3½ years.

PATENTS GRANTED

1,603,423.—Container. Clive V. Spitler, Eldorado, Ohio. Filed Nov. 30, 1923. Serial No. 677,784. 1 Claim. (Cl. 221-60.)

A folding device for collapsible tubes, formed from an elongated sheet of metal folded longitudinally to provide a substantially U-shaped clip having oppositely disposed jaws adapted to be applied to the bottom end of the tube, said sheet of metal being slit transversely near each end partially across its width and respectively from the opposite longitudinal edges thus providing a projection formed integral with one end of each jaw and disposed at opposite ends of the clip, the said projections extending longitudinally in the planes of the respective jaws thus forming handles upon the ends of the clip.

1,603,559.—Method of Shredding and Drying Soap. Julius A. Schwantes, Milwaukee, Wis., assignor to The Palmolive Company, Wilmington, Del., a Corporation of Delaware. Filed Nov. 24, 1924. Serial No. 751,889. 7 Claims. (Cl. 87-16.)

2. The method of shredding and drying soap, which consists of providing a quantity of fluid soap, conveying the soap to a rotary member having tangential discharge and intermittently registering ducts, whereby the soap is shredded, discharging the soap from the rotary member through the discharge ducts by centrifugal action, subjecting the shreds of soap while under centrifugal action to a drying medium, and then permitting the soap shreds to fall to a position of discharge.

1,603,565.—Drop Closure for Bottles, Receptacles, or the Like. Walter Voss, Berlin, Germany. Filed May 12, 1924. Serial No. 712,882, and in Germany Mar. 27, 1920. 2 Claims. (Cl. 215-48.)

1. A drop closure for bottles, receptacles or the like comprising in combination a closure cap adapted to be placed upon the neck of the bottle or the like, an elastic pad arranged in said cap, a rotatable cover mounted inseparably on said cap, concurring passages in said cap and said pad and an outlet opening in said cover, adapted to be brought into and out of juxtaposition with the before mentioned passages by the turning movement of said cover, and means provided on said cap and said cover and adapted to lock said cover as well in opening position as also in closing position.

1,603,842.—Rouge Container an Applicator. Lorne H. Colpe, San Francisco, Calif. Filed Mar. 18, 1925. Serial No. 16,396. 3 Claims. (Cl. 15-134.)

1. A fountain rouge applicator comprising an elongated hollow container, means permitting reloading the container with liquid rouge, one end of the container having a slot therethrough, a rouge absorbing pad substantially filling the chamber within the container, a foraminous member forming a rouge reservoir extending longitudinally of the container

within the pad, and a rouge applying wick extending through the slot and cooperating with the pad.

1,604,063.—Closure for Bottles. Samuel C. Miller, Louisville, Ky. Filed Jan. 8, 1923. Serial No. 611,342. 1 Claim. (Cl. 215—46.)

In the closure for bottles, the combination with a bottle provided with an annular groove in the neck thereof near the top of the bottle, of a cup shaped metal cap closing the top of the bottle and having its lower edges pressed into the groove, one edge of said cap being provided with a notch and parallel weakening grooves leading upwardly from the side walls of the notch, and a separate strong flat strip extending across the top of the bottle inside said cap and having one end protruding below said cap and projecting through said notch, said weakening grooves extending in parallel relation to the lateral edges of said flat strip, whereby to tear a ribbon of metal from the cap between the grooves when the strip is pulled upwardly.

1,604,065.—Vanity Case.—Simon Morrison, Brooklyn, N. Y. Filed Jan. 26, 1924. Serial No. 688,798. 7 Claims. (Cl. 132—83.)

1. A vanity case comprising a powder box, a transverse partition therein having an aperture and a depending rim fitting within the sides of the box, a lid fitting about the upper part of said rim when closed, said partition having a bead about its periphery adjacent the lid, and a powder puff held between the partition and the lid said powder puff fitting within said bead, substantially as set forth.

1,604,066.—Vanity Case. Simon Morrison, Brooklyn, N. Y. Filed July 25, 1925. Serial No. 46,090. 5 Claims. (Cl. 132—83.)

1. A vanity case comprising a receptacle for loose powder which receptacle is provided with a lid, said lid being formed with a recess to receive a powder-puff and a separate recess to contain rouge or the like, and a separate outside receptacle within which said powder receptacle is adapted to fit also provided with a closure adapted to enclose the powder receptacle and powder-puff, said lid being provided with a mirror on its interior surface, substantially as set forth.

1,604,093.—Receptacle for Face Powder and the Like. Philip C. P. Booty, Chicago, Ill., assignor, by direct and mesne assignments, to M. T. Daley, Chicago, Ill. Filed Feb. 21, 1925. Serial No. 10,736. 20 Claims. (Cl. 132—83.)

1. A receptacle of the class described comprising a casing having inturned flange means and cover means for said casing and underlying said flange means, one of said means being capable of movement relative to the other of said means, the parts being so arranged that upon relative manipulation of said movable means powder is pneumatically ejected from the receptacle.

1,604,175.—Collapsible Tube. Allston C. Ladd, Los Angeles, Calif. Filed Mar. 5, 1925. Serial No. 13,167. 3 Claims. (Cl. 221—60.)

1. The combination with a collapsible container body, of a discharge control end comprising a breast having a prominence with a passage extending therethrough and communicating with the interior of said body, an externally arranged segmental cut-off applied to said breast by virtue of a screw connection, to thus allow the cut-off to be moved laterally and toward said prominence to cover the discharge end of said passage, and to be moved laterally and away from said prominence to uncover the discharge end of said passage, a portion of said cut-off engageable with said prominence to limit the movement of the cut-off laterally and away from said prominence, the movement of the cut-off laterally and toward the prominence being limited by virtue of the meeting of the under face of the cut-off and upper face of the prominence.

1,604,413.—Talcum-Powder Box. John M. Hothersall, Brooklyn, N. Y., assignor to American Can Company, New York, N. Y., a Corporation of New Jersey. Filed Dec. 27, 1921. Serial No. 524,925. 5 Claims. (Cl. 221—64.)

1. A sifter top container, comprising a body, a neck having a perforated top portion, and a cap engaging said neck and having an internal gasket secured in place by metal of the cap struck inwardly in piercing said cap and gasket to form outlet perforations.

1,604,754.—Vanity Case. Perry H. Pattison, Montclair, N. J. Filed Mar. 18, 1924. Serial No. 700,053. 4 Claims. (Cl. 132—83.)

1. In a vanity case, a pair of shell sections adapted when closed to form a receptacle, a hinge for securing said shell sections together, a partition pivotally connected to said hinge, a cosmetic compact carried by each side of said partition in offset relation, and a mirror mounted on each side of said partition and in back-to-back relation with each of said cosmetic compacts.

1,605,058.—Container. Albert L. Nickerson, Waltham, Mass. Filed Sept. 23, 1925. Serial No. 58,068. 2 Claims. (Cl. 221—60.)

1. A container having, in combination, a neck portion provided with grooves formed upon the opposite sides thereof and closed at their upper ends, said grooves each comprising a portion extending longitudinally of said neck portion and a helical portion extending circumferentially around said neck portion, said neck portion also having other helical grooves opening to the upper extremity thereof, and a cap slidably mounted upon said neck portion and embodying therein ears having projections thereon adapted to engage the helical portions of said first-mentioned grooves, said cap also having other projections thereon adapted to engage said second-mentioned grooves, all of said projections co-operating with the helical portions of their respective grooves to force said cap against the upper extremity of said neck portion, said first-mentioned projections also constituting pivots for said cap when said projections are located at the upper ends of the longitudinal portions of their respective grooves.

1,605,477.—Closure for Paste Tubes and the Like.—Chester A. Spatz, Greenwich, Conn. Filed Sept. 11, 1925. Serial No. 55,718. 5 Claims. (Cl. 221—60.)

1. In combination, a container having a nozzle, a closure for the nozzle, a carrier for the closure having spaced aligned hinge eyes, and a substantially U-shaped connector having spring arms engaging a portion of the nozzle, and having oppositely directed aligned hinge pintles on the extremities of the arms for engaging said hinge eyes said connector being detachable from the carrier by springing the arms to remove the hinge pintles from the eyes.

1,605,721.—Tube-Cleaning Machine. Walter H. Haines, Hastings-on-Hudson, N. Y. Filed May 29, 1923. Serial No. 642,261. 9 Claims. (Cl. 15—56.)

1. In a machine of the character described, a plurality of traveling tube holders for holding filled and closed collapsible tubes, means for supporting and moving said holders, the closed ends of the tubes extending beyond the holders means for engaging the closed ends of tubes held in said holders and having means for preventing rotation of the tubes therein, and means for scrubbing the tubes adjacent to the closed ends.

1,605,914.—Collapsible Tube. Mabel R. Bishop and Franklin L. Bishop, Cleveland, Ohio. Filed Sept. 28, 1925. Serial No. 59,065. 4 Claims. (Cl. 221—60.)

4. A rubber attachment nipple for collapsible tubes, having an example connecting portion and a slitted tip portion, and a spring member encircling said nipple.

1,606,593.—Sprinkler Top for Containers. William C. Neustiehl, Wilmington, Del., assignor of Self Seal Containers Mfg. Company, Inc., Wilmington, Del., a Corporation of Delaware. Filed Jan. 18, 1926. Serial No. 82,046. 5 Claims. (Cl. 221—62.)

1. The combination of a container having a perforated seat and having an annular groove some distance below the seat; a perforated valve arranged to slide on said seat; a retaining ring located in the groove; and a spring-tongue connecting the ring with the valve.

Germany's Perfume Trade

Imports of ethers, alcohols not elsewhere specified in the German official classification, volatile oils, artificial perfumes and cosmetics into Germany during the first half of 1925 were valued at 16,945,000 marks as against 22,823,000 marks during the first half of 1925. Exports of the same articles for the same period were valued at 19,878,000 marks as against 19,309,000 marks in 1925.

JOHN G. SHEDD*(Continued from page 506)*

He was also a director of the Illinois Merchants Trust Co., the Commonwealth Edison Co. and the Illinois Central railroad and a trustee of the Mutual Life Insurance Co. of New York.

His club connections included membership in the Chicago, Union League, University, Commercial, Onwentsia, South Shore, Old Elm, Chicago Yacht, Saddle and Cycle and Shoreacres clubs of Chicago, the Metropolitan and Recess clubs of New York and the Midwick Country Club of Los Angeles, Cal.

Mr. Shedd married Mary R. Porter of Alstead, N. H., in 1877, six years after his first connection with the Marshall Field interests. Mrs. Shedd and two daughters, Mrs. Charles H. Schweppe and Mrs. Kersey Coats Reed of Chicago survive.

To a large measure the success of the Marshall Field enterprises may be traced to the initiative and ability of Mr. Shedd. That Mr. Field fully recognized his worth is evidenced by a statement which he made shortly before his death in which he characterized Mr. Shedd as "the man I believe to be the best merchant in the United States."

Mme. Léon Chiris

Mme. Léon Chiris, mother of Georges Chiris, present head of the Etablissements Antoine Chiris, Paris and Grasse, died at the Château de Guéville, near Rambouillet, department of Seine et Oise, France, on October 21, at the age of 79. Funeral and interment, which was in the Cemetery de Lassy, were private.

Val H. Chronister

Val H. Chronister, president of the Val-O Chemical Co., Decatur, Ill., died in the Macon County, Ill. Hospital on October 19 after a six months' illness. Mr. Chronister was born in Decatur January 26, 1870. He organized his own company for the manufacture of soap and perfumes about 1905, which marked his first interest in the business of perfume manufacture.

Frederick Noel Layman

Frederick Noel Layman, managing director of Wright, Layman & Umney, Ltd., soap, perfume and drug manufacturers, and chairman of the board of directors of Morny Frères, Ltd., manufacturing perfumers of London, died in that city on October 5.

George Merck

George Merck, chairman of Merck & Co., manufacturing chemists, died at Llewellyn Park, N. J., October 21. Mr. Merck was born in Darmstadt, Germany, the son of William Merck, founder of the firm bearing the Merck name. He came to the United States in 1891 and established himself in business along the same lines. He retired from active business two years ago. He leaves a widow, one son, George W. Merck and four daughters.

Earl W. Cross

Earl W. Cross, 41, a salesman for Colgate & Co., was killed on September 27th at Charleston, Pa., when the automobile in which he was riding was struck by a Chesapeake & Ohio express train at a grade crossing.

NEW INCORPORATIONS*(Continued from page 506)*

Happiness Beauty Shoppe, South Orange, N. J., 1,000 shares, no par value; Charles H. Licks, Louisa W. Licks, Herman H. Licks, South Orange. (Attorney, David A. McBride, East Orange.)

W. C. Hardesty Co., Inc., stearic acid, red oil, \$400,000; Wilmington. (Corporation Trust Co. of America.)

French Made Products Co., New York City, cosmetics and perfumes, \$10,000; E. Meyer, P. Blume. (Filed by S. S. Hamburger, 1,440 Bway.)

Leggod Mfg. Corp., New York City, soaps and chemicals, \$50,000; G. H. and M. and J. Goldner. (Filed by N. Friedman, 233 Broadway.)

Abramo Bros., Manhattan Borough, New York City, toilet sets, \$50,000; A. & G. Abrams, F. Lifshy. (Filed by D. Gassman, 63 Park Row.)

Macca Co., Wilmington, facial preparations, \$100,000; incorporated in Delaware. (Franklin L. Mettler, Wilmington, Del.)

Vindo Bona Salon de Beaute, Manhattan Borough, New York City, cosmetics, \$10,000; A. Semsey, I. A. Latimer, A. Geisler. (Filed by E. H. Reyhman, 299 Broadway.)

Adore Talc Manufacturing Co., Manhattan Borough, New York City, \$5,000; B. Horowitz, M. Langhous. (Filed by M. Eisenberg, 5 Beekman street.)

Gabriel Corp., Newark, N. J., manufactures barbers' supplies, etc., \$100,000; Gabriel Lantieri, Edna Lantieri, Monmouth Junction, N. J.; Anthony Kamilsky, Newark. (Attorneys, Stickel & Stickel, Newark, N. J.)

Spindler Liquid Soap Co., Philadelphia, Pa., liquid soaps, other toilet articles, \$10,000. (In Delaware by Corporation Guarantee & Trust Co.)

Moulleron, Manhattan Borough, New York City, perfumes and toilet articles, \$50,000; L. O'Connell, H. Mock, A. Blum. (Filed by Mock & Blum, 220 Broadway.)

The Eez, Wilmington, Del., manufacture a cleaning preparation, \$100,000. (Franklin L. Mettler, Wilmington, Del.)

Standard Products Corp., Newark, N. J., cleansing polishes, \$100,000; J. Raymond Tiffany, Andrew O. Wittreich, Louise R. Rohs, all Hoboken. (Attorney, J. Raymond Tiffany, Second National Bank Building, Hoboken.)

Parisian Products, Inc., toilet preparations, \$20,000. Philadelphia, Pa. (Incorporated in Delaware by the Corporation Guarantee and Trust Co.)

Jolie Fleur, Manhattan Borough, New York City, make toilet articles, \$10,000; H. A. Septimus, M. Klein, J. Dezon. (Filed by M. L. Kane, 50 Court street, Brooklyn, N. Y.)

Frank Hair Waving Toilet Perfumery Co., manufacture hair waving preparations, \$200,000; Wilmington, Del. (Corporation Service Co.)

Oakite Products, Manhattan Borough, New York City, make cleaning compounds, \$200,000; D. C. Ball, P. B. Scarff, H. F. Cunningham. (Filed by Whitlock & Scarff, 222 Fulton street, New York City.)

Mabton Soap Products Co., Mabton, Oregon, capital stock \$20,000; incorporators E. G. Bulware, L. H. Pillers and Charles Fisher.

Liss Novelty Co., Manhattan Borough, New York City, wearing apparel, toilet articles, \$20,000; E. Dohen, A. Marks. (Filed by W. A. Marks, 15 Park Row, New York City.)

Belle-Claire Soap Co., Denver, Col., Robert Cleary, W. P. Anderson and J. H. Schultz, incorporators; capitalization, \$50,000.

Grasse Report for November

From Our Own Correspondent

GRASSE, November 1.—Following is the report for November on floral products and essential oils:

Orange

Since our last report no outstanding feature is to be reported in regard to the products of the orange tree. The actual stock of neroli is not very considerable and will hardly suffice to carry over to the next crop. The solid and liquid oils of orange are still in normal demand and, as in the case of neroli, manufacturers will just be able to get along until the month of May next, to replenish their stock with the new crop. The oil of French petitgrain is scarce and prices are strongly maintained.

Rose

The stock of rose products is very limited at present. Prices are being maintained and show no tendency of a decline.

Jasmin

The splendid days of October have helped to make up for the deficient gathering of the month of August and if the fine weather continues for a few more weeks, there will certainly be a normal crop instead of the deficient one which was surely expected at the time of the very bad beginning of the gathering.

The present price of flowers, although seemingly rather higher than that of last year, is in reality not any higher if the reduced value of the French franc since 1925 is taken into account. The price of fertilizers and the cost of labor are rising so rapidly, that the advance in the price of flowers is justified.

The products of the 1926 crop will be excellent as the flower was very beautiful and very dry. The pomades especially will turn out very well and the perfume in general of all the jasmin flower products will be really exceptional this year. If the weather permits, the gathering of jasmin will be prolonged until about the 10th or 15th November.

Tuberose

The gathering of tuberose has just been finished. It was not a very large crop as the plantations were not increased last spring.

Lavender

The demand for lavender oil has slightly diminished. A slight deflection has resulted which, however, is looked upon by dealers as being only temporary because, if distillers were to sell at present prices, they would lose considerable sums of money. Some small distillers, being in need of money, and being alarmed at the present little setback, wanted to sell at any price and dealers, profiting by this temporary flutter, have been able to buy a few lots at particularly advantageous prices, which, however, does not go to show that there is a positive decline in prices.

Most of the distillers, proportionately speaking, are well enough off to be able to stand a few months more of patient waiting without being embarrassed by the trend of affairs. By selling at the prices which are being offered them to-day, they would lose so much money, that they prefer to wait until a general improvement in business takes place, with a subsequent rise, perhaps not to the same level which ob-

tained two months ago, but to a limit which does not compel them to lose 150 francs per kilo of distilled oil.

The present slump in sales is not exactly due to the high prices of lavender oil, but simply to the general quiet which prevails at present all along the line in the business of raw materials. It is so true that, if only the question of price were the cause of the slump, the consumers would simply abandon lavender oil and use another oil for soap making for instance: geranium oil, which is at present extraordinarily low in price. But nevertheless, the slump in sales exists for geranium just the same as it does for lavender oil. It is therefore reasonable to suppose, that even if the latter were obtainable at a lower price than the present rate, there would nevertheless be no intensive buying taken up again.

The present prices of lavender oil are not at all exaggerated if one considers the facts which have this year justified the advance of the herbs. Labor is not easily available in the mountains as the exodus of the inhabitants continues in an alarming manner. The few people who now remain all the year round, are very much in demand. They ask for high wages, which are always granted in view of the fact that the work must be pushed by all possible means during the few months it lasts. When the cultivated lavender plantations have grown sufficiently important to provide the market, wild lavender will probably be abandoned and at that time the cost of the herbs will be lower than at present. At this moment however, one has either to stop using this product, or consent to pay the prices which are no more ridiculously high than those of certain other oils which require less trouble to obtain them.

The average price before the war was between 40 and 50 francs per kilo. Why refuse to multiply this price by the coefficient of 6.5 to 7. This is however, the official coefficient if one compares the value of present foreign currencies with what they were before the War.

Summing up the above we estimate that consumers are not yet in any great need of lavender oil, but that the present slump in sales cannot be attributed to high prices.

Spike Lavender

The market of this oil is similar to that of lavender oil. The price has not been raised in proportion to that of lavender. Its price to-day is advantageous. In consequence of the present high cost-price, but little is being distilled.

Rosemary

The demand for this oil is fairly active and the stocks are not very large. The last distillation has been rather deficient and it is probable that there will be a lack of rosemary during the winter.

Thyme

The demand for this oil is weak. There is no explanation for the lack of sales, the slump having lasted for several years. Stocks are not large as distillers have refrained momentarily from the intensive distillation of thyme for the very reason that there is so little demand for it from consumers.

(Continued on Page 518)



AUSTRALIA

NEW EUCALYPTUS DISTILLERY.—A new company, the South Australian Essential Oils Co. (Ltd.), has been formed in South Australia for distilling, refining, and dealing in eucalyptus and other essential oils. Its capital is authorized at £2,000, in £1 shares. It will also carry on the business of chemist and druggist.

DOMINICAN REPUBLIC

IMPORTS OF TOILET PREPARATIONS.—Dominican imports of toilet preparations in 1925 were valued at \$129,353, an increase of 25 per cent over the previous year. France and the United States shared the major part of this increased trade as indicated in the following tabulation:

Country of Origin	1924	1925
United States.....	\$36,589	\$45,519
Porto Rico.....	2,035	2,026
France.....	52,925	67,124
Germany.....	5,609	8,795
Spain.....	1,440	2,552
Cuba.....	932	1,622
Netherlands.....	1,802	229
Other Countries.....	1,967	1,376
Total.....	\$103,299	\$129,353

A large number of different kinds of products, of course, are classed as toilet preparations and are included in the above figures. Although there are no statistics available separately listing imports of the various classes of toilet preparations, it has been estimated that the most important items of import under this head are face and talcum powders, toilet waters and lotions, perfumes, preparations for the hair, and cosmetics, in the order named.

GERMANY

STEARINE CONCERNS UNITE.—The friendly relationship that has existed for the past ten years between the "Deutschen Stearin-, Kerzenund Oleinfabriken" has been further strengthened by the opening of the "Vereinigte Stearinwerke G.m.b.H.," with its headquarters in Hamburg; the capital is fixed at RM.300,000. Amongst notable factories who have taken up shares in the concern are A. Motard & Co. A. G., of Spandau-Sternfeld, Hammonia Stearinfabrik, of Hamburg and Offenbach, Overbeck & Sohn G.m.b.H., of Neuss, Stettiner Kerzenund Seifenfabrik, of Stettin, Fett-saure und Glycerin Fabrik G.m.b.H., of Mannheim, and others. The aim and object of the company is to turn the products made by the affiliated companies to the best possible account, making purchases for mutual account, exchange of manufacturing processes, etc.

GIBRALTAR

IMPORT DUTY IMPOSED ON PERFUMERY.—Perfumed spirits which include all kinds of perfumery, Florida water, Cologne water, and toilet requisites prepared with spirits are now subject to an import duty in Gibraltar. The new ordinance (Continued on Page 518)

THE MARKETS

Essential Oils. Aromatic Chemicals. Etc.

There has been a steady tone of activity throughout the markets for essential oils and allied products during the month under review. Possibly trading fell short a little of what the optimistic in the industry had expected earlier in the season. There was, however, enough business to keep prices firm, or at least steady, on the large majority of items and to keep everyone engaged in the industry reasonably busy and happy throughout the period.

The holiday or pre-holiday inquiry for perfume raw materials as well as for oils used in flavoring and to a lesser extent for soap makers' products has been satisfactory. It has not been quite up to the exceptional volume of business of a year ago but the situation in the market has been at least as good on the whole with fewer and less drastic and violent price fluctuations.

Probably the most interesting group was that of the domestic oils during the month. The reports of heavy production of peppermint and spearmint have been quite fully realized. At the same time, the market price on the former has ceased to decline for the time being and is now reasonably steady. The latter continues to fall steadily. Recently, more attention has been paid to tansy, erigeron, and other domestic products with the result that they too are easier in price. The only strong item in the group is wormwood, the crop of which is quite reliably reported as not exceeding 400 pounds. This is too little oil for even this rather unimportant item and will probably mean higher prices later on.

Citrus oils have been irregular. Italian exchange has fluctuated quite violently during the month and the prices of bergamot and lemon and to some extent, orange have also moved in more or less erratic fashion but without much real change. The Italian market is not oversupplied. This market is in the midst of the off season but this has not served to weaken prices to any great extent.

Floral oils have been steadier than during September and early October. Goods carried over from last year have been worked off to some extent and the market on the whole is steadier. The position of lavender will bear rather close watching. Views on the market differ although some further decline is generally predicted to be followed by a more or less sharp recovery. There is little change in the orange products. The essences are all quite firm.

Seed and spice oils have shown a tendency toward slightly great firmness. Clove is a bit lower but spice has advanced and higher levels on the oil are likely in the near future. Mustard is steadier. Ginger is not quite so competitive. Anise and cassia are both firm although the weakness in silver has made for some unsettlement in both of these products.

In the soap makers' oils, citronella has been steady and (Continued on Page 518)

PRICES IN THE NEW YORK MARKET

(Quotations on those pages are those made by local dealers, but are subject to revision without notice)
(See last page of Soap Section for Prices of Soap Materials)

ESSENTIAL OILS

Almond Bitter, per lb.	\$3.00@	\$3.25
S. P. A.	3.25@	3.35
Sweet True	.90@	
Apricot, Kernel	.70@	
Amber, crude	.50@	.65
rectified	.65@	.90
Ambrette	50.00@	
Amyris balsamifera	1.95@	
Angelica Root	25.00@	40.00
seed	42.00@	
Anise, tech.	.65@	
Lead free, U. S. P.	.70@	.72
Aspic (spike) Spanish	1.50@	
French	1.65@	
Bay, Porto Rico	2.15@	
West Indies	2.45@	2.65
Balsam Tolu	6.75@	
Balsam Peru	7.50@	
Basil	24.00@	
Bergamot, 35-36 per cent.	9.00@	10.00
Birch, sweet N. C.	1.90@	2.15
Penn. and Conn.	3.00@	4.00
Birchar, crude	.18@	
rectified	.60@	
Bois de Rose, Femelle	2.45@	
Cade, U. S. P. "IX"	.30@	.35
Cajeput, Native	.75@	.85
Calamus	4.00@	
Camphor, "white"	.15@	.16
sassafrassy	.18@	
Cananga, Java native	6.15@	
rectified	6.75@	
Caraway Seed, rectified	2.10@	
Cardamom Ceylon	35.00@	40.00
Cascarilla	70.00@	
Cassia, 80@85 per cent.	2.10@	
rectified, U. S. P.	2.35@	
Cedar Leaf	.90@	1.00
Cedar Wood	.25@	.30
Cedrat	4.75@	
Celery	9.25@	
Chamomile, oz	3.50@	5.00
Cherry laurel	12.00@	
Cinnamon, Ceylon	12.00@	15.00
Cinnamon leaf	1.50@	
Citronella, Ceylon	.45@	.50
Java	.70@	
Cloves, Bourbon	2.50@	2.75
Zanzibar	2.00@	
Cognac	22.00@	
Copaiba	.55@	.65
Coriander	6.50@	
Croton	1.00@	
Cubebs	4.35@	4.50
Cumin	8.50@	
Curacao peel	5.25@	
Curcuma	3.00@	
Cypress	6.50@	
Dillseed	4.00@	6.00
Elemi	1.65@	
Erigeron	5.75@	
Estragon	44.00@	
Eucalyptus Aus. "U.S.P."	.56@	.60
Fennel, Sweet	.90@	
Galbanum	26.00@	
Galangal	18.00@	
Geranium, Rose, Algerian	3.00@	
Bourbon	3.00@	
Spanish	16.00@	
Turkish (Palma rosa)	2.80@	
Ginger	6.50@	
Gingergrass	2.75@	
Guaiac (Wood)	4.25@	
Hemlock	.87½@	

Hops, oz.	18.00@	
Horsement	4.25@	
Hyssop	24.00@	
Jasmin, dist.	425.00@	
Juniper Berries, rectified	3.00@	
Juniper Wood	.60	
Laurel	5.00@	
Lavender, English	32.00@	
U. S. P. "IX"	4.00@	5.25
Garden	.55@	
Lemon, Italian	3.00@	3.50
Calif.	2.75@	
Lemongrass	1.25@	
rectified	1.75@	
Limes, distilled	10.00@	
expressed	12.00@	
Linaloe	2.45@	
Lovage	16.00@	
Mace, distilled	1.90@	
Mandarin	10.00@	
Marjoram	6.25@	
Melissa	5.00@	
Mirbane	.15@	
Mustard, genuine	11.00@	15.00
artificial	2.00@	2.30
Myrrh	16.00@	
Myrtle	4.00@	
Neroli, Bigarade, pure	80.00@	100.00
Petale, extra	100.00@	130.00
Niaouli	2.50@	
Nutmeg	1.90@	
Oak Moss, dist.	64.00@	
Olibanum	9.00@	
Orange, bitter	2.80@	
sweet, W. Indian	2.70@	
Italian	2.95@	3.25
Calif. exp.	2.90@	
dist.	1.80@	
Origanum, imitation	.35@	
Orris Root, concrete, domestic	3.25@	4.00
foreign (oz.)	4.00@	5.00
Orris Root, absolute (oz.)	55.00@	70.00
Parsley	3.00@	5.00
Patchouli	7.50@	8.50
Pennyroyal, American	2.40@	
French	1.85@	
Pepper, black	12.00@	
Peppermint, natural	6.50@	
redistilled	7.25@	8.00
Petit Grain, So. Amer.	2.05@	
French	15.00@	
Pimento	4.55@	
Pine cones	3.75@	
Pine needle, Siberia	.75@	.90
Pinus Sylvestris	2.00@	
Pumilionis	2.60@	
Rhodium	15.00@	
Rose, Bulgaria (oz.)	9.00@	15.00
Rosemary, French	.55@	
Spanish	.35@	.40
Rue	4.00@	
Sage	2.00@	3.00
Sage, Clary	30.00@	
Sandalwood, East India	7.35@	
Santalum Cygnorum	5.00@	
Sassafras, natural	.90@	1.10
artificial	.30@	
Savin, French	2.00@	
Snake Root	15.00@	
Spearmint	5.50@	
Spruce	.87½@	
Styrax	12.00@	
Tansy	6.25@	
Thuja	1.50@	

Thyme, red	.80@	
white	.95@	1.05
Valerian	12.50@	
Verbena	5.00@	
Vetivert, Bourbon	14.00@	16.00
Java	18.00@	
East Indian	25.00@	
Wine, heavy	1.75@	
Wintergreen, Southern	4.50@	
Penn. and Conn.	8.00@	9.50
Wormseed	4.50@	
Wormwood	7.50@	
Ylang-Ylang, Manila	26.00@	32.00
Bourbon	8.50@	10.00

TERPENELESS OILS

Bay	9.75@	
Bergamot	17.50@	
Clove	3.75@	
Geranium	8.50@	
Lavender	15.50@	
Lemon	15.00@	
Lime	36.00@	
Orange, sweet	110.00@	
bitter	100.00@	
Petitgrain	6.00@	
Rosemary	1.75@	
Vetivert	35.00@	
Ylang Ylang	18.00@	35.00

OLEO-RESINS

Benzoin	2.50@	
Capsicum, U. S. P. VIII.	2.00@	
U. S. P. IX	2.15@	
Ginger, U. S. P. VIII.	3.25@	
alcoholic	2.75@	
Cubeb	4.00@	
Malefern	2.15@	
Oak Moss	15.00@	15.50
Olibanum	2.25@	
Orris	6.00@	15.00
Patchouli	18.00@	
Pepper, Black	3.85@	
Sandalwood	16.00@	
Vanilla	8.50@	15.00

DERIVATIVES AND CHEMICALS

Acetaldehyde 50%	2.00@	
Acetophenone	4.00@	
Acetyl Iso-eugenol	9.00@	
Aldehyde C8	32.00@	
C 9	50.00@	
C 10	38.00@	
C 11	44.00@	
C 12	38.00@	
C 14	18.00@	
C 16	25.00@	40.00
Amyl Acetate	1.00@	
Amyl Butyrate	1.80@	
Amyl Cinnamate	2.35@	
Amyl Formate	1.75@	2.00
Amyl Phenyl Acet	5.00@	
Amyl Salicylate, dom.	1.45@	
foreign	1.65@	
Amyl Valerate	3.00@	3.50
Anethol	1.40@	
Anisic Aldehyde, dom.	3.50@	
foreign	3.75@	
Benzaldehyde, U. S. P.	1.30@	
F. F. C.	1.55@	
Benzylidenacetone	2.85@	4.25
Benzophenone	5.50@	
Benzyl Acetate, dom.	1.15@	
foreign	1.15@	1.25

Benzyl Alcohol	1.25@		Octyl Alcohol	32.00@		High Dried	.65@	
Benzyl Benzoate	1.35@	1.50	Paracresol Methyl Ether	6.75@		Powdered	.70@	.72
Benzyl Butyrate	5.50@	5.75	Paracresyl Acetate	5.00@		Rice Starch	.12@	.15
Benzyl Cinnamate	9.50@		Phenylacetaldehyde 50% imported	6.50@	8.00	Rose leaves, red pale	2.25@ .65@	
Benzyl Formate	3.25@		Pure	9.50@	10.50	Rose water, gal.	1.25@	
Benzyl Iso-eugenol	18.00@		Phenylacetic Acid	3.25@	4.00	Sandalwood chips	.45@	.50
Benzyl Propionate	4.00@	5.00	Phenylacetic Aldehyde	6.75@		Saponin	1.25@	
Benzyl Succinate	5.50@		Phenylethyl Acetate	10.00@	15.00	Styrax	.47½@	2.20
Borneol	2.75@		Phenylethyl Butyrate	16.00@	20.00	Talc, domestic (ton)	18.00@	40.00
Bornyl Acetate	4.50@		Phenylethyl Formate	18.00@		French (ton)	40.00@	45.00
Bromstyrol	4.00@	4.50	Phenylethyl Propionate	16.50@		Italian (ton)	50.00@	65.00
Carvene	.50@		Phenylethyl Valerate	20.00@		Vetivert root	.30@	
Carvol	5.75@		Phenylethyl Alcohol, do- mestic	5.25@	6.00	Zinc Stearate	.26@	.30
Cinnamic Acid	3.25@	3.50	imported	5.25@	6.00			
Cinnamic Alcohol	4.25@	5.25	Phenylpropyl Alcohol	5.25@				
Cinnamic Aldehyde	2.85@	3.25	Phenylpropyl Aldehyde	12.00@				
Citral, C. P.	3.00@	3.50	Rhodinol, dom.	10.50@	20.00			
Citronellal	3.25@		foreign	12.50@	22.00			
Citronellol, dom.	5.75@	7.00	Safrol	.31@	.34			
foreign	5.75@	7.00	Skatol, C. P. (oz.)	9.00@	10.00			
Citronellyl Acetate	8.00@		Styrallyl Acetate	20.00@				
Coumarin, dom.	3.25@	3.75	Styrallyl Alcohol	20.00@				
foreign	3.45@	3.75	Terpineol, C. P. dom.	.33@	.35			
Cuminic Aldehyde	56.00@		imported	.32@	.35			
Decyl Acetate	28.00@		Terpinyl Acetate	1.25@				
Decyl Alcohol	32.00@		Thymene	.35@				
Diethylphthalate	.32@		Thymol	3.75@				
Dimethylphthalate	.65@		Vanillin	7.80@	8.15			
Diphenylmethane	1.75@	2.50	Violet Ketone Alpha	5.00@	9.00			
Diphenylloxide	1.00@	1.40	Beta	6.25@	8.00			
Ethyl Acetate	.45@		Yara Yara	1.50@	1.75			
Ethyl Benzoate	1.50@							
Ethyl Butyrate	1.50@							
Ethyl Cinnamate	3.75@							
Ethyl Formate	1.00@							
Ethyl Propionate	2.00@							
Ethyl Salicylate	2.50@							
Eucalyptol	1.05@							
Eugenol	2.75@	3.25						
foreign	2.85@	3.25						
Geraniol, dom.	2.85@	3.25						
foreign	3.00@	4.50						
Geranyl Acetate	4.75@							
Geranyl Butyrate	13.00@							
Geranyl Formate	12.50@							
Heliotropin, dom.	1.85@							
foreign	2.10@	2.35						
Hydroxycitronellal	8.50@	11.00						
Indol, C. P. (oz.)	3.75@	6.00						
Iso-borneol	2.25@							
Iso-bornyl Acetate	3.00@							
Iso-butyl Benzoate	3.80@							
Iso-butyl Salicylate	6.75@							
Iso-eugenol	4.00@							
Iso-safrol	1.75@							
Linalool	5.00@	6.50						
Linalyl Acetate 90%	6.75@	7.50						
Linalyl Benzoate	13.00@							
Methyl Acetophenone	3.35@	3.75						
Methyl Anthranilate	2.30@	3.00						
Methyl Benzoate	2.00@							
Methyl Cinnamate	4.25@	5.00						
Methyl Eugenol	7.75@	10.00						
Methyl Heptenone	9.00@							
Methyl Heptene Carbon	27.00@	35.00						
Methyl Iso Eugenol	12.50@	13.00						
Methyl Octine Carb.	27.00@	35.00						
Methyl Paracresol	6.50@							
Methyl Phenylacetate								
Art. Honey Aroma	4.50@	5.50						
Methyl Salicylate	.43@	.48						
Musk Ambrette	7.00@	9.00						
Ketone	8.50@	9.50						
Xylene	2.50@	3.25						
Myristic acid	@							
Nerolin	1.50@	1.75						
Nonyl Acetate	48.00@							
Nonyl Alcohol	40.00@	52.00						
Octyl Acetate	24.00@							

BEANS

Tonka, Beans, Para	.95@	1.00
Tonka Beans, Angostura	2.00@	2.25
Vanilla, Beans, Mexican	6.00@	7.50
Mexican, cut	4.00@	4.50
Vanilla, Beans, Bourbon,		
whole	2.75@	3.25
Bour. cut	2.50@	
Vanilla, Beans, Tahiti,		
yellow label	3.00@	
white label	3.25@	

TINCTURES

Ambergris	18.00@
Benzoine	1.50@
Civet	5.00@
Musk, nat.	30.00@
Orris root	1.75@
Balsam Tolu	1.50@
Vanilla	3.00@

SOLUBLE RESINS

Ambrette	18.00@
Castoreum	28.00@
Chypre	13.00@
Civet	80.00@
Cyste	6.00@
Benzoine	2.75@
Galbanum	6.00@
Labdanum	5.50@
Myrrh	7.00@
Oak Moss	16.00@
Olibanum	6.00@
Opopponax	12.00@
Orris root	12.00@
Patchouli	8.50@
Peru balsam	6.00@
Sandalwood	10.50@
Styrax	2.75@
Tolu balsam	3.50@
Vetivert	11.00@

CERTIFIED FOOD COLORS

Amaranth	4.75@
Orange I	4.50@
Tartrazine	4.75@
Ponceau 3R	7.75@
Indigo	16.00@
Erythrosine	20.00@
Guinea Green B	17.50@
Brown	5.75@
Grape	4.50@
Red	3.25@
Green	4.00@
Yellow	3.25@

OIL SOLUBLE COLORS

Alcannin	5.00@
Black	5.50@
Blue	5.00@
Brown	4.00@
Green	4.00@
Red	5.00@
Yellow	5.00@

FOREIGN CORRESPONDENCE

(Continued from Page 515)

which was effective July 31, 1926, without prior notification, imposes a general import duty of 18 shillings (\$4.38) and a British preferential of 15 shillings (\$3.65) per British gallon. The consumption of the cheaper grades of perfumes will, of course, be affected by this new tariff.

JAMAICA

IMPORT PROHIBITION ON COLORING MATTERS FOR USE IN RUM.—A proclamation dated May 22, 1926, prohibits the importation into Jamaica of solutions, liquid extracts, dyes, or solid substances for use in coloring rum. If the importer declares to the satisfaction of the collector general of Jamaica that any solutions, liquid extracts, dyes, or solid substances for use in coloring are not being imported for use in coloring rum, the prohibition does not apply.

SALVADOR

MONOPOLY FOR EXTRACTION OF ESSENTIAL OILS.—The Salvadorean Government has approved a contract granting to Don Jose Gregoric Saravia the exclusive right of exploiting the industry of extracting essences or essential acids from aromatic plants in El Salvador, for the period of 20 years. The monopoly includes also the privilege of free exportation of these essences or acids, and the free importation of machinery to be used in the industry.

Sr. Saravia may not dispose of these privileges to any foreign person or society and he has promised to employ only Salvadoreans in his establishments. Within four years, the industry must begin to function, either under his own personal direction or by a company organized according to law.

SOUTH AFRICA

IMPORTS OF PERFUMERY AND TOILET PREPARATIONS.—South African imports of perfumery and toilet preparations in 1925 were valued at £10,853, an appreciable increase over the 1924 figure of £10,074. The United Kingdom continued to dominate in this trade while the share of the United States declined. The current participations were 65 and 25 per cent respectively. Much of the British success is attributable to intensive and sustained efforts to properly present goods, either through direct representatives or reliable agents. American exporters desiring to enter the market might find it advantageous to send a representative to arrange for the placing of an agency in the hands of one of the few large and well-established importing houses. Some of these houses are able to cover the entire Union, thus alleviating the necessity of securing an agent in each Province.

NOVEMBER GRASSE REPORT

(Continued from Page 514)

Peppermint

The crop having been a very large one, a slight decline in prices has occurred. The demand is normal and between now and the next distillation all will be sold out.

Geranium

There has been noted a slight deflection on all geranium oils. In Algiers the stocks are very small and an advance in prices is foreseen as there will be no cutting till next spring. The present price for African geranium is very interesting for soapmakers.

THE MARKETS

(Continued from Page 515)

geranium has seemed a little firmer although neither has shown any material change during the month.

On the whole, the market has been quite satisfactory and prices have averaged a little higher than last month despite the weakness in some of the minor domestic products. The outlook is for good business and steady prices until the post-holiday period. No one in the trade expects a really serious slump even at that time.

Synthetics and Aromatic Chemicals

The activity of the market has followed closely that of evidence in essential oils. Business has been sufficient to hold prices steady and even to bring about greater firmness in a few materials, but it has hardly been as active as was generally anticipated a few weeks ago. The competitive position as between the domestic and foreign products is unchanged. Both seem to be doing quite well at the moment and few complaints are heard on the score of competition. Prices have been quite well maintained with but few changes during the month. Buyers have taken on goods quite liberally but there is a distinct tendency on the part of practically all classes of buyers to purchase in small quantities and frequently rather than in large lots for the anticipation of future requirements.

Vanilla Beans

The situation in vanilla is quite complicated. Buyers here are unable to form any accurate judgment as to the future course of the market. For that matter, the importers seem to be almost equally at sea. Last year's crop of Bourbon amounting to about 750 tons, will not be equalled this year. Best estimates indicate that the new crop will be about 650 tons. The Mexican crop will be larger than that of last year but whether it will fully compensate for the deficiency in the Bourbon crop cannot be determined. Meanwhile it is very difficult to estimate the course of the franc or the probability of a general reorganization in French finances. The result has been that the importers are fearful of the market here and fearful of the market at primary points. They have really done practically no purchasing ahead.

The demand in this market has been fair but not out of the ordinary. Some interests have fair stocks of vanilla and seem rather anxious to move them. However, prices have changed very little during the month and fluctuations have been within very narrow limits.

Sundries

Business has been relatively active although there has been a little tendency to purchase ahead of current needs. Mentha has eased off a little. Guarana is scarce and very high. Other items are quite steady locally. A feature of the foreign markets has been the exceptionally strong position of orris root for shipment. It seems likely that this article will be much higher in this market during the next few months after present stocks of old root become depleted.

Perfumes Once Used Only in Religious Rites

A treatise on perfumes has been found written by a Greek scientist more than 300 B. C. Perfumes were first used only in religious services, and were consecrated to this use. The world has come a long way from the time when any other use was considered a sacrilege. The industry is a very old one. The caravan which brought Joseph as a captive into Egypt was engaged in carrying perfumes from Persia.



SAPONIFIERS, FAT SOLVENTS, WETTING RE-AGENTS AND EQUALIZERS*

By CHEM. ENGINEER WELWART.

If anthracene is sulfonated in presence of isopropyl alcohol, isobutyl alcohol or isobutyl carbinol, and in connection with castor oil or the fatty acid of castor oil, sulfo derivatives are obtained, of which even 1 per cent is sufficient to split fats and oils extensively. It is also possible to start with sodium propyl or butyl sulfonaphthalene acids, and this is condensed with sulfonation reagents in the presence of castor oil or fatty acids of castor oil. In place of castor oil or fatty acids of castor oil other fatty oils or fatty acids may be used, as well as hydrogenated products of the same, furthermore, abietic acid, tallow oil, and the like.

The corresponding purified sulfo acids are suitable not only for fat splitting; they distinguish themselves, just like their neutralization products with alkalis, by a pronounced capacity to produce lather, by their wetting capacity and by their capacity to dissolve fatty oils and hydro-carbons. When added to liquid soaps, soft soaps or solid soaps, they very extensively increase the lather capacity, wetting capacity and cleansing capacity of the same.

The sulfonation products are acid proof, water soluble, and alkali soluble, and in consequence of their ability to dissolve cyclohexanols, hydrogenated naphthalenes, halogen derivatives of methane and ethane and for other fat solvents, they are suitable for being extensively used in laundries, fulling works, dye works and bleaching works.

Acid proof wetting reagents and cleansing reagents of high value are obtained by sulfonation of a mixture of polynuclear, aromatic hydrocarbons or of hydrated hydrocarbons in the presence of isopropyl alcohol, isobutyl alcohol or isoamyl alcohol in connection with cyclohexanols, with or without addition of various fat solvents like the halogen derivatives of methane, ethane, dekaline, etc.

The compounds which have been more or less fully freed from excess of sulfuric acid yield also specific cleansing reagents for the wool and cotton industry when combined with Turkish red oil, with fatty acid and alkali.

*From *Seifens.-Ztg.* Vol. 53, No. 25, 1926.

For Preparing Medicinal Soap

The process rests upon the fact of heating the fatty acids with chromium oxide or chromium carbonate, and mixing the chrome soap thus obtained with about equal parts of sodium or potassium soaps and using the same, or using the chrome soap for preparing shaving soaps, tooth pastes and medicinal soaps.—*Reichstoffind.*, 1926, No. 7, 8, p. 46.

Perusal of the advertising pages is no less a real duty than scanning the text pages of this journal every month.

FINISHING OF SOFT SOAP AND ITS ANALYTICAL CONTROL*

By DR. C. BERGELL

The finishing of soft soap takes place in practice according to the strength of the "flower." The latter is produced by a certain excess of lye, but may also be formed by a larger addition of potash or potassium chloride, and is besides influenced by the water content of the soap. It therefore signifies an analytical control which can be rapidly executed, an essential step forward. The same is true for the reduction of the boiling lye, when the latter can be tested out in the finished soap rapidly and with certainty. The simplest way for determining the total alkali, the free alkali and the alkali combined with the fatty acids is by determining these values in the under lye after previous salting out.

Chemicals requires: 1. Neutral BaCl_2 solution. 2. Pure concentrated NaCl solution, prepared by dissolving ordinary salt, by the addition of soda and some lye, filtering on the following day, boiling up with HCl and neutralizing by use of phenolphthalein to quite weak pink.

Method of investigation: 20 g. of soft soap are dissolved in 30 cc. of H_2O by slowly adding 50 cc. of the above salt solution, are boiled up and the under lye is poured off through glass wool into a bottle measuring 200cc.; the grain is boiled up a second time with 50 cc. of the salt solution and filtered through the same glass wool into the measuring bottle. The bottle is filled to the mark with H_2O , is poured over into an Erlenmeyer bottle, and then 100 cc. is drawn off by pipette into a second bottle. In the first Erlenmeyer bottle the total alkali is directly titrated by use of methyl orange. The content of the second bottle is precipitated while boiling hot with 20 cc. of 10% BaCl_2 solution, is diluted and is likewise heated, and after cooling, without filtering, is titrated by use of phenolphthalein. In this way is obtained the free alkali; also, by subtracting the two found values from each other, the carbonate content is obtained.

Serious errors by hydrolysis of the soaps are not to be feared, since by the high salt and potash content they are strongly reduced, and this error is minimized by the traces of alkali remaining in the grain, a fact which was proved by experimental determination.—(*Z. D. Ol-u. Fett. Ind.* 1925, S. 358 d. *Pharm. Ztg.*, Berlin.)

*From *Seifens.-Ztg.* Vol. 53, No. 6, Feb., 1926, p. 99.

Borax Price Down in 1927

Announcement has been made by the American Potash and Chemical Corporation of a reduction in their price of borax to 4¼c per pound effective January 1. Boric acid will be reduced on the same date to 8¼c per pound. This is the first price change in borax in several years.

HOW TO DETERMINE THE LATHER NUMBER*

By RUDOLF DITTRICH

The method for determining the lather number worked out by Stiepel has proved useful in many ways. By closely following the directions one obtains useable values for comparison, the utilization of which must of course be made with a certain precaution. Certain defects which appear on carrying out the determination of the lather number, especially when it is determined to ascertain exactly slight differences in the capacity of soaps to lather, are due less to the method than to the contrivance intended for its execution: that is, to a 2-liter bottle with a ground-in flattened stopper and a long graduated neck which below the ground surface is enlarged to a bulb. In the first place it is hardly possible with this contrivance to undertake determinations at a constant temperature. This materially vitiates the exactness of the investigation, since indeed the influence of temperature on the capacity to lather in general, and therefore also specifically on the lather number is not slight. Further the manipulation of the apparatus at least for observers with little experience is not very easy. I have therefore constructed for myself a quite simple apparatus sketched below for determining the lather number according to Stiepel, which shows the following advantages over his shaking bottle:

1. The vessel is more easily made from the glassblower's standpoint. I have even made it for myself from a discarded separatory funnel and likewise from a 100 cc. burette.
2. The measurement of the volume of soap solution to be used for the lather number is made in the shaking bottle itself, and is therefore more exact.
3. The cautious tipping of the apparatus before the final reading, necessary if the Stiepel bottle is used, becomes superfluous in my apparatus, in which the bottle is simply suspended in a ring. Furthermore the reading needs no correction.

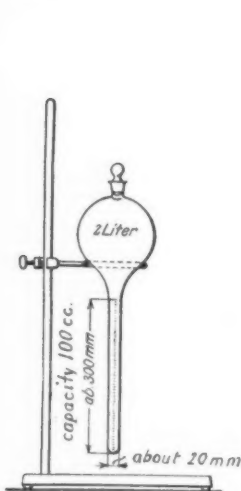


FIG. 1

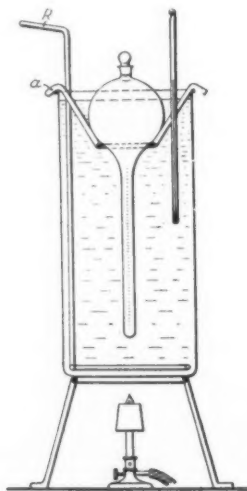


FIG. 2

4. The bottle by being suspended in a water bath can easily be held at a constant temperature during the experiment. Figure 2 shows the bottle suspended through the ring in the water bath; the fluid of the bath is stirred by the

stirring rod "R." The determination therefore may be made for each experiment at any time at any exactly reproducible temperature. By this arrangement the reliability of this method is considerably increased.

The manipulation is explained directly by the figures. This arrangement has demonstrated its value in many series of experiments.

REACTION VELOCITY IN SOAP BOILING PROCESS

A rapid method, devised by G. I. Finch and A. Karim, the Department of Chemical Technology, Imperial College, London, is reported in *Chemistry & Industry*. In the course of an investigation on the kinetics of saponification of fatty oils with aqueous caustic alkali, the following method was found very useful and expedient: The sample of the reaction mixture under examination is diluted with distilled water to a definite volume (containing approximately 2-3 per cent of the sample), and an aliquot portion, say 25 c.c., is saturated with solid neutral sodium chloride which grains out the soap and fatty matter present, leaving the free alkali in the solution, with the exception of that occluded by the grains. The mixture is then titrated against standard acid, using phenolphthalein as indicator. Near the end-point some light petroleum is added, which breaks down the grains into an emulsified liquid, liberating the occluded alkali, which goes into the aqueous solution on slight shaking. The titration is now completed, using phenolphthalein as indicator. The total alkali is obtained by titrating a separate portion of the diluted reaction mixture, using methyl-orange as indicator. The results are finally corrected for carbonate, if any. The difference between the two readings gives the amount of combined alkali and, knowing from previous analysis of the oil in question the quantity theoretically needed for complete saponification, the degree of saponification attained in the reaction mixture under analysis can be readily calculated. That the light petroleum does not promote progressive hydrolysis by extracting fatty acid, as might be supposed, is demonstrated by the fact that variation in the quantity of the solvent employed does not cause any appreciable difference in the titration readings. Nor does any appreciable amount of free alkali remain adsorbed in the soap-oil-ether layer formed, since a known quantity of sodium hydroxide added to the neutralized mixture can be titrated back without loss. For process control and comparison purposes the method is said to be quite reliable and to give excellent concordant results.

Concerning Saponification Under Pressure

A. D. Welter shares the apprehensions of Stiepel concerning the danger of explosions in case of insufficient watchfulness, but has made good progress himself in the matter of saponification under pressure. As a safety appliance to prevent the possible stopping up of the manometer tube or the steam escape pipe by a soap sprayer, a cock (diameter 20 c m) is attached to the pressure kettle, and to this is fitted a tube of the same diameter. At the point of connection of the tube and cock a thin lead plate is inserted which bursts at a pressure of about 6 atm., and permits the overflow from the foaming pressure kettle into a kettle attached to it.—*Ztschr. D. Ol.-u. Fettind.*, Vol. 45, p. 685 d. *Chem.-Ztg.*

* From *Zeitschr. d. Deut. Oel- und Fett-Ind.* Vol. 46, No. 26.

Intensity of Soap Perfumes*

By Ernest Schifftan, Perfume Chemist

Every manufacturer very often is told by his customers that they desire strongly perfumed soaps. Especially frequent is this demand in the case of exports, but also in Germany many consumers lay great stress upon the strength of odor of the soap perfumes. For this reason many soap makers are working on the problem of how to increase the strength of soap perfume, that is, how to prepare strongly scented soaps, without thereby seriously increasing the expense of the perfuming process. The cases which demand strongly scented soaps mostly fall into two groups, one in which quite cheap perfumes come into consideration, which shall be simply strong, and on the delicacy of which less stress is laid; and the other in which a delicate perfume is expected to act so strongly that the hand washed with such a soap shall be strongly scented. In both cases the art of thus increasing the scent of the perfume never lies simply in the act of adding to the soap as much as possible of the perfume oil (2-3%), but the intensity of every perfume always lies in the character of the mixture.

In the case of the cheap soap perfumes, i. e., such in which one desires to spend only a few cents for perfuming 100 kg. of base soap, the strength of a perfume is secured mostly by using some intensive artificial preparation. As such the esters of salicylic acid are very serviceable, also benzyl acetate and other esters. Certain aldehydes are also very strong in soaps, but their persistency is limited. In order to consider a perfume at all suitable for this purpose, it is necessary to accurately determine its strength by a trial of the distance at which e. g. a drop carried onto a scent strip, is perceptible. If a substance appears to have strength, this does not mean that it also comes out strong in the soap. There are many perfumes which greatly disillusion us on this point, and it is therefore advisable to make an actual experiment with it on the soap. A good perfumer of course never produces a soap perfume by using a simple smelling substance, but he will aim to prepare a rounded out perfume with individual character. Even in case of the cheapest soap perfumes it is possible to produce agreeable shades of fragrance if one understands how to combine several intensive odors by a unit base, and thus to obtain a bouquet in which the several constituent parts are no longer recognizable. As basis for combining strongly fragrant substances, it is for the most part best to use such perfumes as possess fixing properties, and the odor of which does not need to be too strong, but which nevertheless in time penetrates the entire mixture. Typical representatives of this group are terpineol, phenyl ethyl alcohol and, to mention one natural product, Peru balsam. At the present day it is also possible to use musk xylol in larger amount for cheap perfumes, since its price has enormously fallen. It is, to be sure, not advisable to add to the composition too much of the weakly fragrant substances, since they not only dilute the perfume, but also hold back the other odors quite considerably, and are less easily perceived by the human nose.

Regarding delicate perfumes, the problem is naturally more complicated, since here strength must be combined with a certain mildness which is demanded in every per-

fume which is expected to act agreeably. While in case of the cheap soap perfumes the carriers of odor were almost exclusively artificial odorous substances, in the present case ethereal oils and other natural products often play a role as components in the mixtures. It is especially difficult to produce the strong fragrance of a flower in a delicate way in the soap. Perfumes of jasmin and lilac, it is true, may be easily produced at a certain strength, because these are by themselves rather pronounced perfumes. A delicate lily of the valley fragrance, however, which shall be pronounced in the soap is probably very rarely found. The most important carrier for the odor of lily of the valley, namely hydroxycitronellal, as is well known, does not take to soap, and if too much of this body is used in the soap, the perfume greatly deteriorates after a time. In this case, as well as in the case of the odor of roses and of similar delicate flower odors, it is necessary to employ the device of producing a somewhat perfumed flower odor in place of the pure natural fragrance, which of course must be chosen in such a way that the flower is still distinctly perceptible, and that the total impression of the perfume acts like the fresh flower and is agreeable.

Strong fancy odors are probably considerably more frequent, for in such cases, so long as one remains within the bounds of agreeable odors, one is not dependant upon any particular odor. It is especially among the expensive substances that one finds many items, the individual fragrance of which seems originally to be not very strong, but the special character of which is a determining factor for every mixture which contains it in somewhat large quantity. Its character comes to full value only after the substance is mixed with strongly fragrant products, and the mixture, or better the soap, after it is perfumed, is left alone for some time to develop. Thus for instance oil of sandalwood, in the amount of about 10-15% added to a mixture of perfume oil, is at first not very pronounced, and seems to make the perfume weaker rather than stronger. However, in a perfumed soap it stands out strongly after about one or two weeks in such a manner that one would consider the percentage of the oil of sandalwood in the mixture to be much higher. Thus we are here unconditionally dealing with an intensively fragrant body. Similar effects are produced by oil of patchouly, while oil of vetivert stands out strongly by its odor of turpentine, somewhat imitating the odor of grass, especially at the beginning. If bodies of weak fragrance were used, and if one would add double to treble the amount of a mixed perfume consisting in large part of intensively fragrant substances to the base soap, the effect, so far as the intensity of the odor in the finished soap is concerned, would always be more pronounced in the cases in which the intensive bodies were used.

In conclusion it may be added that the intensity of a perfume in soap also depends upon whether the soap base is dried out more or less strongly. Since in strongly dried soaps the perfume in large part contained undissolved, it is to be recommended to add to every soap in addition a solvent for the perfume which is difficultly volatile. If then the perfume is held in the dried soap somewhat permanently in solution, it will always show strongly in the soap base.

* From *Seifens-Ztg.* (1926) Vol. 53, No. 8.

CONCERNING SOFT SOAPS*

By E. L. LEDERER

Under the name of dough soaps or paste soaps, or tub soaps, also called barrel soaps, scrubbing soaps or water glass compositions, there is a demand in some parts of the country for soaps which are strongly filled, and with a content of fatty acid to the extent of 6-10% possess a very great capacity for lather.¹

The materials indicated for use in this soap in its literature include, in addition to fats, especially low titre fats, more rarely tallow-like fats, mostly water glass, once-used lye also talcum, neutral salts such as a chloride, or basic salts such as carbonates, as fillers. In case of the barrel soaps with tallow-like fat addition, which should have a gelatinous consistency, the gelatinization follows by the use of agar-agar.

Such soaps may be prepared with chlorides alone without the fillers named, in which process the chloride solution may be replaced by spent lye, as was mentioned before in the passage referred to.

In this case the soap is prepared by stirring together a liquid potash, coconut oil soap, most suitably prepared by carbonate saponification and coconut oil fatty acid, and a salt solution. If a strong lye is available which is not too dark, this may also be used; under certain conditions it even offers the advantage of greater capacity to lather, because in it are found dissolved soaps, especially such of oxy-fatty acids and water soluble fatty acids, further also alkaline albuminous substances and the like, as in the case of the Haasian washing colloids; but all these are very lather producing and have great cleansing power. The comparatively small glycerine content does not disturb the capacity to lather.

In consequence of the large water content, these soaps appear quite clear even when dark fats and not very clear spent lyes are used. In case of measurably clear raw materials they appear even snow white. Since the distribution is made in barrels, it is economical to undertake the stirring together directly in the barrel used as container.

Following is given a tested composition:

100 kg. of coconut oil fatty acid are saponified with 73 kg. of potash lye of 38° Bé, or its equivalent quantity of potash solution, e. g., 98 kg. of potash solution of 39° Bé (by using distilled fatty acids) or 60 kg. of potash solution 39° Bé and 40 kg. of potassium lye of 38° Bé (with split fatty acid of about 60% cleavage) and are thinned out with 327 kg. of as soft water as possible to 500 kg. Then there are stirred in 500 kg. of spent lye, or an equal amount of a 15° salt solution.

The knowledge of the correct method of preparing a soap, especially in case of not completely split fatty acid, by means of the method with carbonate saponification must be presupposed as known.

* From *Seifens. Ztg.*, Vol. 53, No. 30 (1926).

¹ *Handbook of the Chemistry and Technique of the Fats and Oils* by Uhlenhuth-Goldschmidt, Vol. III, p. 813-817.

² *Id.*, Vol. III, p. 813.

The Greatest Disappointment

The greatest disappointment a boy can experience is to crawl under a big tent expecting to see a circus and find himself in a Chautauqua meeting.—*Silent Partner*.

TEXTILE SOAPS*

After some introductory remarks concerning the less valuable soaps which are not usable for textile purposes, which are often found in trade, Dr. Kuehl points out that for this purpose there come into question only such hard grained soaps as contain no excess of alkali nor any water glass, which show a normal amount of fatty acid and are prepared from suitable fatty acids. Soft soaps may in general not be used. In case of necessity the excess of alkali present in them may be made harmless by addition of sal ammoniac. Similarly casein acts as neutralizer on the free caustic alkali, so also sulphur, which is by this process changed to alkali sulfide. The special washing compounds may be distinguished as those which consist of (a) foam producing compounds such as soap or saponine soda and colloids, (b) foam producing compounds, soda, sal ammoniac and colloids, (c) or which contains an organic dissolving material, soap and (or) colloids. In this connection turpentine soaps and sal ammoniac soaps, as well as clay soaps are discussed; further, the newer preparations as e. g., "Tetrapol." The newest is the use of enzyme-containing washing compounds, as e. g., "Burmus," which contains the fat—and albumin—dissolving enzymes of the internal salivary glands, pancreas. Therefore "Burmus" can not be used for animal fiber which consists of albuminoid substances.

Another similar compound is "Amylit." "Rongalit" and "Burmol" are favorably acting bleaching compounds. In the laundry material a distinction is to be made between laundry articles of animal fiber, articles of vegetable fiber, and articles of the various artificial silks. Wool and woolen fabrics must be washed with neutral grained soaps by addition of "Tetrapol" or "Terpinopol."

For silk the pure Marseilles soaps made of olive oil come especially into consideration by addition of borax or ammoniac. Cotton and linen articles can be washed with any good grained soap by addition of small quantities of soda. Cautious treatment is demanded only for damask and batiste. Artificial silk requires above all very careful mechanical handling and is most suitably washed with special soaps, like "Terpinopol," or also with Marseilles soap.

* *Z. ges. Text.-Ind.* 1925, S. 588 d. *Meliands Textilberichte*.

PREPARATION OF SOAP LEAVES*

German Patent 428,095: For the preparation of soap leaves a foundation of paper or of a web was heretofore used. The soap leaves are prepared by dipping the paper or web into a soap solution or spraying it on the substratum and allowing it to dry.

The soap leaves prepared on the above named foundations have, however, the disadvantage that the frame work does not dissolve during the use, i. e. during washing. The remaining material balls up in the process of washing, i. e. it forms little lumps, which are liable to stop up the bath room fixtures, which is likely to lead to considerable inconvenience.

Now it has been found that soap leaves may be prepared in the manner above described, which have not the disadvantage mentioned, by using for foundation a thin dry tabloid mass of flour dough, so called wafers. Soap leaves prepared with this material dissolve completely during washing and leave behind no residue.

Claim for patent: Method for preparing soap leaves characterized by the use of a thin dry mass of flour dough, so called wafers, as foundation.

* From *Seif. Ztg.*, Vol. 53, No. 22, 1926, p. 386.

Castile Soap Cases Now Pending

Start of James S. Kirk & Co. Suit Brings Up Question of Castile Definition

WASHINGTON, Nov. 15—Five cases are now pending before the Federal Trade Commission in which it is alleged that the Castile brand on soap not made exclusively of olive oil, saponified, constitutes misbranding. The respondents to the commission's complaints, issued under Section 5 of the act to prevent unfair methods of competition, are James S. Kirk & Co., of Chicago, Armour & Co., and Armour & Co. of Delaware, the Globe Soap Co., of Cincinnati, the Cincinnati Soap Company and Peet Brothers Co. of Kansas City, Kans.

The commission's description of what it asserts genuine Castile soap to be is set forth in these complaints as follows: "Castile Soap, so named from Castile, a province of Spain, the place where it was first made five or six centuries ago, is a hard soap made of olive oil, exclusively, saponified by lye, the form of lye now most commonly used for such purpose being caustic soda. Castile soap, as above described, has for several hundred years been made in the olive oil producing countries and distributed throughout the world; for more than one hundred years it has been distributed in commerce throughout the United States and it has been and now is made in the United States and is and has been in general use by the public in the United States and in foreign countries. Because of the qualities of olive oil as a soap material and for other uses, Castile soap made from olive oil has been during all the aforesaid time and now is considered by manufacturers of and dealers in soap and by the public generally as a soap of superior quality, free from substances harmful to the human skin or delicate fabrics, of undoubted excellence and possessing desirable qualities not found in other soaps. By the medical profession and the drug trade, olive oil and Castile soap have long been and now are considered to have the qualities requisite and desirable for use on the delicate skin of the youngest infants and of sick or ailing persons, and they are used in medicinal preparations; and said soap and olive oil have long been and now are prescribed by said profession and sold by said trade and used by the said public for many purposes."

Commission's Allegations

The commission's complaints allege that the respondents err in designating their products "Castile" because they "are not and have not been either Castile soap or soap made exclusively of olive oil, but, on the contrary, they are and have been made of fats which include and have included vegetable oils other than olive oil, and animal fats such as tallow, in a substantial and varying amount, in some instances in a proportion preponderant to and in others entirely excluding the use of olive oil as an ingredient in their composition."

Lastly, the commission's complaints allege that "the use of the word 'Castile' as a name or description of soap sold in commerce, not made exclusively of olive oil, saponified, has the tendency and capacity to confuse, mislead, deceive and defraud dealers in soap and the public into believing

that the said soap is 'Castile Soap' made as aforesaid, and into purchasing and using the same in reliance on that belief and in preference to soap sold by respondent's competitors that are and have been properly marked 'Castile Soap' and that are and have been made exclusively of olive oil, saponified."

The commission's complaint against Armour & Co. and Armour & Co. of Delaware includes also an allegation that by false and misleading advertising the trade and public are deceived into believing that its Dona Castile soap is made in and imported from Spain. The commission's complaints do not suggest, however, as a condition to the use of the brand "Castile" that the soap shall actually be made in Spain, but contend that soap containing any oil ingredient other than olive oil is not genuine Castile soap and that the use of that brand on such soap is an unfair method of competition.

The commission's complaint against Peet Brothers Company refers specifically to its brands called "Crystal Cocoa Hardwater Castile," "Cocoa Castile," "Defender Castile" and "Rambo Castile." In reply to the complaint, Peet Brothers Company has entered a general denial.

Not a New Controversy

The controversy regarding Castile soap is not new in the records of the commission. A scrutiny of its docket reveals that on October 18, 1923, an order was issued against the Crofts & Reed Co. and the Polonia Soap Co. of Chicago, directing them to cease and desist "from employing or using as labels or brands on soap sold by them, the fatty ingredient of which is not composed entirely of olive oil, or on the wrappers and containers in which such soap is delivered to customers, the word 'Olive' alone or in combination with any other word or words, unless accompanied by a word or words designating the constituent elements other than olive oil constituting in part the fatty ingredient of the soap (e. g., 'Olive Oil, Cocoanut Oil and Tallow Base': 'Olive Oil and Tallow Base') or by a word or words otherwise clearly indicating that the fatty ingredient of such soap does not consist entirely of olive oil (e. g. '5 per cent Olive Oil Base')."

The commission's findings in that case were as follows:

"Said soap designated by respondents as 'Olive Castile' contains from 5 to 10 per cent olive oil, the bulk of the fats used in the manufacture of said soap being cocoanut oil and tallow. It is not an olive castile soap. The olive oil used in the making of 'Olive Boquet' and 'Olive Castile' soaps is not tested for purity, is of low grade and may be impure, containing cottonseed oil, so that the actual olive oil content in these soaps may be less than 5 per cent."

The commission held that "The use of the term 'Olive Castile' as set forth in Paragraph Three hereof, applied to soap containing fatty ingredients other than olive oil, has the tendency and capacity to mislead and deceive purchasers of said soap into the belief that its fatty ingredient was olive oil only and such belief may be an inducement to the purchase of said soap."

In the complaint against the Union Soap Co., of Indianapolis, issued October 17, 1921, the commission alleges that the brand name "Olive Cream Castile," among others, was misleading, the ingredients being water 33 per cent, lye 25 per cent, filler 20 per cent, coconut oil 15 per cent and silica 7 per cent. In its findings the commission states that "the said soap is of inferior grade and quality and as appears from the above analysis, does not contain any olive oil. In this case the respondent was ordered simply to cease and desist from making 'any false, fictitious or misleading statement or representation as to the ingredients or price of said soap.'" Fictitious price-marking was another charge in the complaint against the Union Soap Company.

Commissioner John F. Nugent is the only member of the Federal Trade Commission as at present composed which sat on the commission in the disposition of the complaints referred to above against the Crofts & Reed Co. and the Union Soap Company. The pending complaint against James S. Kirk & Co. was issued January 9, 1924. Since that date Vernon W. Van Fleet has resigned from the commission and the terms of Huston Thompson and Nelson B. Gaskill have expired. With the appointment of Commissioner William E. Humphrey by President Coolidge in 1925 the policy of the commission has been considerably modified.

The issuance on September 7, last, of the complaint against Armour & Co., the Globe Soap Co. and the Cincinnati Soap Co. suggests, however, that a present majority of the commission supports the older proceeding against the Kirk company. Some credence is given to the report that in bringing this group of cases the commission is merely taking the first step in forcing the soap companies into a trade practice submittal on the use of the brand name "Castile." Whether or not this is the case, the respondent soap companies are putting up a vigorous defense of the use of the brand "Castile" on soap made of other oils either in combination with or to the exclusion of olive oil.

Contention of the Respondents

The Globe Soap Co. and James S. Kirk & Co. admitted in answer to the commission's complaints that their Castile brands do not contain olive oil and the Cincinnati Soap Co. admits that its Castile brands are not made exclusively of olive oil, but the respondents deny that "genuine Castile soap is a soap, the oil ingredient of which always has been and now is olive oil, to the exclusion of all other oils and fats." Respondents' brands specifically referred to in the commission's complaints are "Purity Castile," "Crown Castile" and "Olive Castile" of the Cincinnati Soap Co., "Lion Castile" of the Globe Soap Co. and "Kirk's Cocoa Hard Water Castile," "Kirk's Cocoa Strip Castile," "Bengal Castile," and "Floating Castile," and Armour & Co.'s "Dona Castile," "Stork Castile," "Carrara Sapone Castiglia" and "Broadway Bath Olive Castile." Neither Armour & Co. nor Armour & Co. of Delaware have filed answers to date to the commission's complaint.

The Kirk, Cincinnati and Globe companies maintain in reply to the commission's charges that the reputation in the United States of Castile soap for excellence is not because of the qualities of olive oil as a soap material but because of "the processes of manufacture employed and of the purity and quality of other oil ingredients, equal or superior to olive oil, now used by this respondent and other American manufacturers in the preparation and manufacture of Castile soap."

The respondents admit that Castile soap manufactured in

Spain, containing as an oil ingredient varying percentages of olive oil or other oils, has been for many years distributed in commerce but the Kirk and Globe companies deny specifically that Castile soaps, the oil ingredient of which is olive oil to the exclusion of all other oils and fats, have been in general use by the public throughout the United States.

Only Kirk Case Tried

The commission's case against the Kirk company is the only one that has come up to date for trial. In October the commission rejected a motion by respondent to take testimony by oral interrogatories in foreign countries but granted the respondent the privilege to submit a motion for taking testimony by written deposition in foreign countries, after the commission had concluded the taking of its testimony. While this has commenced, it is probable that a long period of time will elapse before the commission finally enters an order in this case. Henry W. Beer, attorney for the Kirk company, informed the commission in argument on respondent's motion in October that it had arranged to secure the testimony of 59 witnesses in foreign countries, including England, France, Italy and Spain, to show that there is no uniformity in the quality nor in the method of manufacturing castile soap in Europe. Such testimony will reveal, he said, that olive oil is not used exclusively in the manufacture of Castile soap abroad, that it is frequently made of olive oil of such low grade that it is injurious, that it is made in some cases for export only, and that Castile soaps of domestic manufacture made from other than olive oils are equal and in numerous instances superior to the product imported from abroad.

It is probable that disposition of the Armour, Globe and Cincinnati cases will wait upon adjudication of the issue presented in the Kirk case. This group of complaints was issued September 7. Answer was filed by the Globe and Cincinnati companies, but the reply due from Armour & Co. and Armour & Co. of Delaware on October 9 has not yet been received by the commission and the cases have not yet been assigned by the commission to an attorney for preparation.

ROSIN IN SOAP

G. de Belsunce recommends the following alumina resinate method for estimating rosin in soaps: 3-3.5 gms. soap are dissolved in 60 c.c. water and allowed to cool to room temperature. If it jells, a further 20 c.c. water is added. The solution is now poured into 20 c.c. water and 16.5 c.c. of 5.55 per cent alumina sulphate solution at 23 deg. C. The precipitate is at once filtered and washed with cold water until neutral. Then wash with five 15 c.c. portions of 65 per cent alcohol, two 15 c.c. portions of 90 per cent alcohol, and then three 15 c.c. portions of 65 per cent alcohol. The ppt. can also be ground with another 15 c.c. of 65 per cent alcohol and again filtered. The ten alcohol washings are now titrated with normal NaOH, the last washing added, and the alcohol evaporated off and the residue dried at 100-105 deg. C. This weight, after allowing for the NaOH added, represents the rosin acids. The residue consists of fatty acids displaced by rosin acids, and none of the latter are dissolved out. Allowing 287 as the molecular weight of abietic acid, the acids found by titration should agree within 20 per cent with the actual weight. The method cannot be used when more than 18 per cent rosin is present. —Chem. Abstracts.

THE DANISH SOAP INDUSTRY

A report of the soap industry in Denmark for 1924 has been published by the Danish Industrial Board, according to American Consul Howard F. Withey, Copenhagen. The entire Danish soap industry underwent a marked development during the war, but since the armistice serious difficulties have been encountered, due to the change from war to post-war conditions.

In common with many of the Danish industries which had expanded by reason of diminution in imports, the soap industry found itself confronted with a difficult situation as soon as foreign imports began to compete in the Danish markets soon after the close of the war. There necessarily followed something of a reorganization of the industry in order to meet these changed conditions and also foreign competitors, but since the expanded local production could not be maintained, competition between many factories which had grown up or expanded during the war became very keen during this transition period, and losses or greatly reduced profits were the rule. In order to cope with this situation a marked tendency towards consolidation and mergers became evident in 1923 and, progressively, throughout 1924.

The 1924 production increased somewhat as compared with that of 1923, the increase being particularly observable in the case of perfumed soap. There was also an increase in the production of washing powder, the latter product being the only one connected with the soap industry in which imports supplied the greater part of the consumption. During recent years foreign manufacturers of washing powder have made an active effort to increase their Danish sales, and as a result of this activity the imports have been increasing. Notwithstanding this increased import it is a fact that the Danish production, following active efforts on the part of the Danish manufacturers, has increased.

The total production of the most important products appear in the following table:

	1913	1921	1924
Number of factories.....	32	33	33
Number of workers.....	607	678	889
Production (metric tons):			
Soft soap.....	14,683	11,527	15,832
Toilet soap, perfumed in cakes....	4,347	1,921	3,202
Toilet soap, not perfumed.....		31	10
Household soap.....		2,993	3,956
Soap for technical use, etc.....		208	885
Washing powder.....	470	1,401	1,757
Glycerine.....	238	92	186

	Metric Tons		
	1913	1921	1924
Imports:			
Soap, perfumed.....	24	63	66
Soap, not perfumed, in cakes weighing 150 grams.....	14	35	3
Laundry soap.....	166	487	301
Soap for technical use.....	437	25	74
Washing powder.....	901	878	1,424

	Kilos	
	1923	1924
Exports:		
Perfumed soap.....	315,800	742,900
Laundry soap.....	437,400	323,000
Soap for technical use.....	25,200	3,400
Washing powder.....	27,200	16,500
Total.....	805,600	1,085,800

Russian Soap Project

A British report states that at Gandzhe the construction of the largest oil and soap factory in the Russian Federation has been completed. It has been constructed by the Transcaucasian Cotton Committee. It has cost 4,000,000 roubles, and it will treat annually 4,000,000 poods of cottonseed oil. The production of oil will amount to 600,000 poods a year, and of soap to 70,000 poods.

FEATURES OF SOAP MATERIAL MARKET

(Continued from Next Page)

change during the month. Prices on them are reasonably well maintained. Business in them is not particularly active, however.

Other Soap Materials

Rosin is a little lower this month owing to some slackening in the export demand and to slightly heavier receipts at Savannah and Jacksonville than had been anticipated. Stocks are well below the levels of last year but have gained a little during the month and are quite sharply above the levels of the first of April at which time supplies in the Southern markets were at a very low point. Buyers quite properly, are proceeding with marked caution in making purchases. Other soap materials have moved in routine fashion without material change. Glycerine is a little weaker. Oils and fats are a little easier but substantial changes are lacking throughout the market.

DETERMINATION OF TITER OF TALLOW

J. DAVIDSOHN (*Z. Deuts. Oel- u. Fett-Ind.*, 1926, 46, 353-354).—The effect of varying the conditions in the Dalian method of determining the titer (solidif. point of insoluble fatty acids of tallow) was determined. A particular tallow gave the following results: (a) without stirring, titer 43.50° and 43.40°; (b) stirring three times to the right and three times to the left after solidification started, 43.80° and 43.40°; (c) stirring from the start until solidification commenced, 44.20°. It is recommended to omit the use of alcoholic potash from the saponification, which can be effected by heating the fat and aqueous alkali on a water bath, and then keeping the mixture at 100-105° for 1½ hours. This is much safer than the alcoholic alkali saponification, as there is no risk of ester formation from traces of alcohol left in the mixture. In the case of the above tallow, when the alcohol was not completely removed after saponification with alcoholic alkali a titer of (a) 39.90°; (b) 40.82°, and (c) 40.75° under the conditions mentioned was observed. It is stated that the latent heat of fusion of the fatty acids decreases with repeated reheating and finally neither rise nor stationary point is observed in the test; in such cases a fresh sample must be taken.

TALC PRODUCTION IN AMERICA

Talc mined in the United States and sold during 1925 was 182,256 short tons, valued at \$2,011,793, according to a statement issued by the Bureau of Mines, Department of Commerce, compiled from individual reports of producers. The figures comprise 5,684 short tons of crude talc, valued at \$24,533,895 895 tons of sawed and manufactured talc, valued at \$107,691, and 175,677 tons of ground talc, valued at \$1,879,569. They represent an increase in quantity of 2 per cent, and decrease in value of nearly 10 per cent, as compared with 1924. There were 23 producers of talc in 1925, the same as in 1924.

Of the total quantity New York sold 85,109 short tons, valued at \$993,913, as compared with 78,340 tons valued at \$1,162,488 in 1924; Vermont sold 54,883 short tons, valued at \$533,603, as compared with 61,653 tons, valued at \$573,747 in 1924; and California sold 14,883 short tons, valued at \$194,975, as compared with 16,335 tons, valued at \$247,799, in 1924. The remainder of the output was produced by Virginia, Pennsylvania, New Jersey, North Carolina, Maryland and Georgia.

Imports of talc for consumption in 1925 were 20,993 short tons, valued at \$450,532. Corresponding figures for 1924 were 17,809 tons, valued at \$342,355.

MARKET REVIEW ON TALLOW, ETC.

TALLOW

Since the latter part of October, prices have been steadily easing off with present value at $7\frac{3}{8}$ - $7\frac{1}{2}$ c for the New York Extra grade. The present level is largely due to the slump in cotton oil quotations with reports that soap makers have bought quantities at as low as $7\frac{5}{8}$ c loose in tank cars freight paid, for shipment to this vicinity.

Greases have also felt the effect of the depression and good quality house grease can now be quoted $6\frac{3}{8}$ - $6\frac{1}{2}$ c loose while low grade high acid stock does not find a ready market.

In the middle west and at western points prices are also lower, but comparatively higher than the east.

Palm oil, also olive oil foots are no longer competing against animal fats and while there is much gloomy talk and predictions of lower prices it remains to be seen if tallow and grease at present prices has largely discounted the bearish conditions.

TOBIAS T. PERGAMENT.

VEGETABLE OILS

The extremely large quantity of cottonseed oil in sight, due to the large cotton crop this year, has given the entire market a decidedly easy feeling throughout. With crude cotton oil available at as low as $6\frac{1}{2}$ c per lb., many large soap manufacturers are looking to the use of cotton oil and its by-products at very low prices with the result that other higher priced vegetable oils are receiving very little attention.

Cocoonut oil is very inactive with last sales at 8c Pacific Coast and $8\frac{1}{2}$ c New York in sellers' tanks, and additional quantities available at the same prices. With low priced cottonseed oil available, corn oil has had to follow, although the current production of the latter material is somewhat off-grade so far this year, making it possible for a producer who has a good quality of oil to realize a good price.

The condition of animal fats at present does not permit the sale of any sizable quantity of palm oil, as the market abroad for all grades of palm oils is much higher than it is here.

A. H. HORNER.

GLYCERINE

During the last four weeks, since our last letter, the price of chemically pure glycerine has remained at 30c per lb., in bulk. A normal business, for this season of the year, is reported to have been done in enough volume so that prices have not had to be shaded. Those refiners who produce anti-freeze mixtures, announce increased and continued interest in their product notwithstanding the mild Autumn to date. In fact, the interest displayed has surpassed all expectation with inquiries coming in on a large scale, undoubtedly due to the advertising campaign being conducted. Foreign offerings of chemically pure have been at prices considerably under ours, and as low as $27\frac{1}{2}$ c per lb. has been paid, ex dock, duty paid. This is not true for other grades, as dynamite has been practically on a parity with domestic stuff at 27c per lb., and foreign crude has been held at prices slightly higher than rule here. Imports continue at a tremendously increased rate, and government figures for August amount to 5,707,350 lbs., of which

4,240,017 lbs. were crude, and 1,467,333 lbs. refined. From January 1st to September 1st, 6,144,234 lbs. were imported in 1924, 11,055,398 lbs. in 1925, and 25,564,729 lbs. in 1926.

S. L. PARSONS.

INDUSTRIAL CHEMICALS

The contract season for alkalis has opened with no official change in the contract price of caustic soda. The price remains "officially" at \$3.10 per 100 pounds for 76 per cent solid at works. That price, however, is more or less meaningless. It is doubtful if more than 5 per cent of last year's caustic was delivered at the \$3.10 level and some of the leading manufacturers admit that it has been a long time since they were able to get \$3.10 for goods for either this or next year's delivery. There has been and is a good volume of contract business being done. But the price is probably below \$3 per 100 pounds on the average with some of the larger contracts enough below that level to be surprising even to the well informed in the trade. Imported chemicals are quite steady and have shown practically no

(Continued on Preceding Page)

SOAP MATERIALS

Tallow and Grease

Tallow, New York, Special $7\frac{3}{8}$ c. Edible, New York, $8\frac{3}{4}$ c. Yellow grease, New York, $6\frac{3}{8}$ c. White grease, New York, 7c.

Rosin, New York, November 15, 1926.

Common to good	13.75	I	14.20
D	13.75	K	14.35
E	14.00	M	14.35
F	14.10	N	14.85
G	14.15	W. G.	15.85
H	14.15	W. W.	16.60
Starch, pearl, per 100 lbs.	\$3.32	@	
Starch, powdered, per 100 lbs.	3.42	@	
Stearic acid, single pressed, per lb.	.12	@	
Stearic acid, double pressed, per lb.	.13	@	
Stearic acid, triple pressed, per lb.	.15	@	
Glycerine, C. P., per lb.	.30	@	.31
Dynamite	.27	@	
Soap, lye, crude 80 per cent, loose per lb.	.18	@	
Saponification, per lb.	.19	@	

Oils

Cocoonut, edible, per lb.	.10	@
Cocoonut, Ceylon, Dom. per lb.	.09	@
Palm, Lagos, per lb.	.08	@
Palm, Niger, per lb.	.08	@
Palm, Kernel, per lb.	.10	@
Cotton, crude, per lb., f. o. b., Mill	.06	@
Cotton, refined, per lb., New York	.08	@
Soya Bean, per lb.	.13	@
Corn, crude, per lb.	.10	@
Castor, No. 1, per lb.	.12	@
Castor, No. 3, per lb.	.11	@
Peanut, crude, per lb.	.13	@
Peanut, refined, per lb.	.16	@
denatured, per gal.	1.35	@
Olive Foots, prime green, per lb.	.08	@

Chemicals

Soda, Caustic, 76 per cent, 100 lbs.	3.10	@ 3.20
Soda, Ash, 58 per cent, per 100 lbs.	1.38	@ 1.45
Potash, Caustic, 88@92 per cent, per lb., N. Y.	.07	@ .07
Potash, Carbonate, 80@85 per cent, per lb., N. Y.	.06	@ .06
Salt Common, fine, per ton	15.00	@ 24.00
Sulphuric acid, 60 degrees, per ton	10.50	@ 11.00
Sulphuric acid, 66 degrees, per ton	15.00	@ 16.00
Borax, crystals, per lb.	.04	@ .05
Borax, granular, per lb.	.04	@ .05
Zinc oxide, American, lead free, per lb.	.07	@ .07

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